

**Northampton County Sustainable Development Initiative**

**Economic Impacts of the  
1993 Eastern Shore Birding Festival**

December 14, 1993

Prepared for:  
**Northampton County Board of Supervisors  
Sustainable Development Task Force  
Birding Festival Planning Committee  
Eastern Shore Chamber of Commerce**

by

**John Chazal  
Resource Analytics, Inc.**

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# **Economic Impacts of the 1993 Eastern Shore Birding Festival**

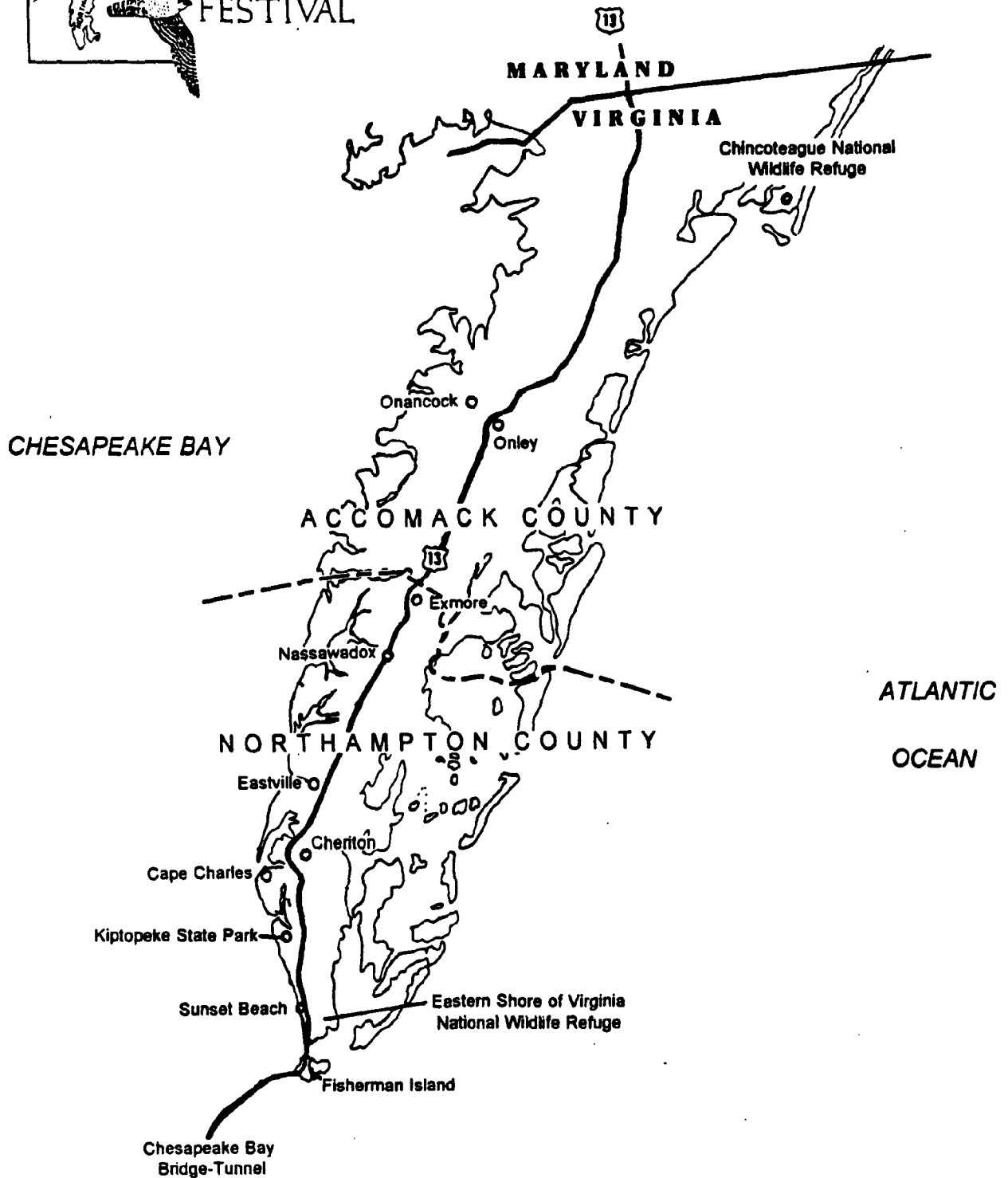
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# EASTERN SHORE BIRDING FESTIVAL

## The Eastern Shore of Virginia



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## **Introduction and Summary**

The First Annual Eastern Shore Birding Festival was held on October 9-10, 1993, at Kiptopeke, Virginia, located in Northampton County on Virginia's Eastern Shore. The event attracted over one thousand people from both the local region and from several surrounding states. This study examines the economic impacts of the Birding Festival on Northampton County, including estimates of both direct and secondary impacts on trade, income and value-added, as well as other intangible economic benefits. The secondary impacts were determined using a computer model of the County's economy developed in a broader study of the contributions of natural resource-dependent activities to the local economy. This study also reports the feedback from survey participants on the quality of various aspects of the Festival, pointing out how Festival organizers might improve the Festival and its positive impacts in the future.

## **Highlights of Study Findings**

It should be noted here that the estimates made here of the economic impacts of the Festival relate to the potential benefits of this event and similar events in the future, not of birding itself. Different parameters would need to be measured (such as the demand for birding opportunities in the area) in order to accurately assess the potential of on-going general and birding-related tourism. However, many of the findings are relevant to general tourism issues and to birding-related tourism in particular.

Based on survey statistics and Festival revenue data, an estimated 1035 people attended the Festival. These people travelled in an estimated 392 separate travel parties of 2.7 people each<sup>1</sup>. Key findings regarding the origins of these parties include the following:

- an estimated 30% of the parties were from Northampton and Accomack Counties (split about evenly between the two)
- another 51% were from other parts of Virginia, including nearly a quarter from the Richmond/Petersburg and Williamsburg areas
- nearly 90% of all parties came from within a 250 mile drive of the Festival.

In terms of the impact on trade, income and value-added in Northampton County, the immediate impact of the Birding Festival was small but positive. Direct expenditures by non-

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<sup>1</sup>Total number of parties at Festival multiplied by average party size equals 1069 people. An estimated 34 people were travelling with these parties but did something else while others in their parties came to the Festival.

residents made to Northampton producers amounted to about \$36,600. These expenditures generated an additional \$15,700 in indirect and induced sales for a total increase of \$52,300 in total industrial output. However, the impact of this increase in total industrial output on total value-added to the local economy is estimated to be somewhat less, or \$35,500. This is because of leakages in the local economy, which are non-local goods and services that are purchased in the course of producing this total industrial output. This non-local production includes inputs such as labor, capital, wholesale supplies, etc. The impact of the Birding Festival on total income (a component of total value-added) was estimated to be \$28,500.

The fact that the Festival did produce positive economic benefits for the County is significant. However, it can be argued that the most important value of the Festival is as a vehicle for promoting *future* tourism from which more substantial and continuous economic benefits would be derived. These benefits could include the increased participation of tourists in future Festivals as well as increased tourism in the County at other times of the year. It is also likely that visitors to this year's Festival could have supported more vendors, especially food vendors. More vendors would generate local interest in the Festival (both Northampton and Accomack) which would increase the economic impacts of the Festival.

Participants were in the main positive in their feedback about the quality of the Festival. Based on participant feedback, it appears that the Festival was a great advertisement for itself, the County and Eastern Shore. All of the participants surveyed said that they would recommend future Festivals to others, and a large majority said they would come to next year's Festival themselves. This strongly suggests that Festival organizers should continue to target the core market of this year's Festival - birding enthusiasts in the Chesapeake Bay region. It is possible that this market could be much more fully utilized. Some ways of doing this include raising registration fees modestly to pay for enhanced marketing and improved services at the Festival.

Many visitor comments received spoke highly of the natural beauty of the area and friendliness of the people. The Festival is likely to have generated significant interest in returning to the Eastern Shore and specifically to Northampton County at other times of the year. Educating participants about migrations patterns, birding techniques, the best times to come, etc., probably served as proactive market-development for future Festivals, wildlife-related and general tourism, and perhaps for specialized birding-related tourist services.

The Festival also seemed to succeed in raising the awareness of the public of the importance of Northampton County to the massive annual bird migrations and the potential for developing this asset as a draw for visitors to the County. It will be important for Festival organizers and local citizens to insure that tourism development does not contribute to the degradation of the resource on which it depends.

### **Background on Northampton County and the Eastern Shore Birding Festival**

Northampton County has one of the smallest economies in the Commonwealth of Virginia. Its approximately 13,000 residents live in rural communities and small towns that are scattered within what many locals and non-locals alike feel is one of the ecologically richest areas on the East Coast of the United States. One important feature of this richness is the annual migration of birds through the County. For reasons that are not fully understood Northampton County is an important conduit and depot for an exceptionally large number of such migrants, both in terms of the number of species and in absolute numbers. The Delmarva Peninsula may act as a funnel for many birds moving south during their Fall migration, concentrating them near the southern tip as they prepare for crossing the mouth of Chesapeake Bay. Another contributing factor to the large bird migration could be the diversity and integrity of most of the County's ecological zones, which in close proximity include high quality examples of coastal barrier island, estuarine marshes, forests, fields and bayside beaches and wetlands.

Much of this ecological resource base has been protected from most forms of development. Much of the estuarine marshes and barrier islands on the eastern side of the County (the ocean side) is now owned and managed by the Nature Conservancy, a nationwide, private non-profit organization dedicated to preserving natural ecosystems. A former military base is now the Eastern Shore of Virginia National Wildlife Refuge and an island just off the southern tip of the peninsula has been preserved as the Fishermens Island National Wildlife Refuge. On the bayside, a former ferry terminal and adjoining land is now Kiptopeke State Park. Acting as a break on intense development in many of the remaining areas of the County is a strong desire on the part of many residents to retain the rural character of the County, as expressed in many recent land use and economic development-related initiatives.

The importance of this area for both resident and migrating birds has generated much interest among researchers and among recreational birders (or birdwatchers). This common denominator between birding and formal research interests could be a viable opportunity for ecotourism, in which the observation of ecological resources, natural history studies and interpretation, and similar activities become the primary object of tourism. For instance, one on-going research activity, the long-standing raptor (birds-of-prey) and songbird banding project at Kiptopeke State Park, was made one of the showcase activities of the Birding Festival.

The Birding Festival was developed in part to expand ecotourism activities in the County. The bird migration, the state park, the refuges, and many other areas of the County offer a great deal to amateur naturalists, boaters, fishermen, hunters and others. The Birding Festival was one idea for capitalizing on these assets. Another important goal for Festival organizers was to demonstrate to local citizens how ecological assets such as the bird migration could economically benefit the County and the Eastern Shore as a whole.



Even if the definition of the market at which the Festival was specifically targeted is limited to only birders, the market targeted is very large. The *1991 National Survey of Fishing, Hunting and Wildlife-Associated Recreation*<sup>2</sup> found that nearly 25 million Americans over the age of 16 took part in photographing, feeding or observing birds further than one mile from their homes in 1991. This group made up about 82% of a larger category called "non-consumptive wildlife-associated recreation participants" that spent approximately \$7.5 billion nationally on travel related expenses in 1991, and about \$9.6 billion on equipment for their activity.

The Birding Festival featured tours of several prime birding venues, bird banding demonstrations, speakers, children's programs, food and exhibits by artists, craftsmen, conservation organizations, and a handful of vendors. The vendors were mostly from Accomack County and from off the Eastern Shore, and the items sold generally fell into the following groups: birding-related items (e.g., naturalist guides, binoculars), landscaping and gardening items, arts and crafts, pottery and clay ornamental items, and general merchandise (t-shirt, toys, books, etc.).

The Festival was held on the second Saturday and Sunday in October. The weather on Saturday was clear, breezy and warm. Sunday, however, was very cold and rainy. The Festival was well-attended on both days, due mainly to the large number of people who had come for both days and had made lodging arrangements accordingly.

This was the first time that a birding festival had been mounted in Northampton County.

### **Study background and goals**

This study was conducted by Resource Analytics, Inc., of Raleigh, North Carolina, under contract to the County of Northampton through its Sustainable Development Initiative. The Initiative is funded by Northampton County, the Virginia Department of Environmental Quality's Coastal Resources Management Program, and the National Ocean and Atmospheric Administration's Office of Ocean and Coastal Resource Management. The SDI effort is aimed at developing an understanding of the links between economic activity and natural resources and to seek ways to maximize economic potential without diminishing the integrity of the ecological base on which this activity occurs and depends. The preservation of the rural character of the county and other time-honored characteristics of the county's culture, are another aspect of this initiative.

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<sup>2</sup>U.S. Department of the Interior, Fish and Wildlife Service and U.S. Department of Commerce, Bureau of the Census. 1993. *1991 National Survey of Fishing, Hunting and Wildlife-Associated Recreation*. Washington: U.S. Government Printing Office.

## Methods

All of the findings of this study are based on data from a sample of travel parties assumed to have been randomly selected from all travel parties at the Birding Festival. A random sample means that there was an equal probability of any given party submitting to the on-site survey and of any given party returning a valid take-home questionnaire. RAI took many measures to insure that the sample was random, but there are some *potential* sources of bias that could not be eliminated or corrected for. Survey methods and the potential sources of error for each of the three major phases of the study are described in the following sections.

The study was comprised of three major phases, an on-site survey/screening, a take-home questionnaire, and an estimation of the economic impacts of the Birding Festival.

### Phase 1 - On-site survey

The on-site survey is given in Appendix A. The main purposes of the on-site survey and screening was to gather some preliminary data on Festival participants, to screen the sample to include only non-Northampton County residents, to make sure that only one person per travel party received a survey, and to make sure that respondents understood the take-home survey. One potential point of confusion in the take-home survey that we wanted to guard against was the definition of sampling unit, the travel party. A travel party was defined in both surveys as the group of people with whom the respondent was travelling, including people in the group who did not actually come to the Festival (i.e., they were doing something else). Both the on-site survey and the take-home questionnaire asked about how the respondent would describe their travel party in order to get them to think of who to include in their travel party. In the on-site interview survey workers also determined whether further guidance on the definition of travel party was needed. The most common instance of this was for those people travelling with the Northern Virginia Chapter of the Virginia Society of Ornithology (VSO). In this case, we were interested not in the full VSO group but in the expenditures of the sub-groups. In speaking with respondents of this type, survey workers emphasized that we wanted them to respond to questions based on "the people with whom you are sharing expenses." Survey workers reported no cases of anyone not understanding who their travel party was. Of course, misunderstanding of this point certainly remains a possibility and therefore a potential source of error in the data.

Survey workers were also asked to emphasize that only one questionnaire could be filled out per travel party, and that it was important to fill it out as they left the Eastern Shore. These points were reiterated on the take-home questionnaire itself.

Another major challenge was that questionnaire respondents were asked to provide information not only on expenditures but about where these expenditures occurred. This was a potential source of problems with the expenditure data since relatively few participants could be expected to know which county they were in when each expenditure was made. For example, participants may be able to accurately keep track of or remember their expenditures in restaurants, but few people would know the county in which each restaurant was located unless they were from the area or otherwise made aware of the geography of the area.

Survey workers reviewed a map of the Eastern Shore with each survey respondent, circling important points (including where they stayed, if applicable), and giving it to them to use when they filled out the questionnaire. The map is reproduced on page *ii*. Fortunately, the geography of the Eastern Shore greatly simplified the task of familiarizing people with the map. Travellers can only enter Northampton County from the south by crossing the 17-mile wide mouth of Chesapeake Bay (an obvious landmark), and from the north through Accomack County, Virginia. Accomack County's only other border is with the State of Maryland. Since people are likely to know when they enter or leave Virginia from Maryland (and when they cross the mouth of the Bay) the only cognitive problem with defining where expenditures take place occurs when people are not familiar with the boundary between Accomack and Northampton Counties. This problem is further simplified by the linear shape of both counties - only in a few instances would there be a significant source of confusion given a basic familiarity with a simple map of the two counties. As with questions of defining travel parties, survey workers were allowed to deviate from the script whenever it was necessary to clarify geographic questions for those given the take-home questionnaire.

The on-site survey also provided data such as the average party size, whether or not all members of the travel party came to the Festival, whether the party came on one or both days, their origin, and the proportion of parties that were staying overnight in Northampton County, that were staying in Accomack County, that stayed overnight elsewhere, or that came from home.

The on-site survey/screening took approximately four minutes per party approached. Survey workers were given a script with space for tallying responses. Survey workers were deployed at points on the Festival site considered to be both high traffic areas and areas where all parties were likely to pass. The randomness of participant selection at each survey post was achieved by instructing survey workers to approach every party passing a pre-selected point near their post. Self-selection for participating in the survey is not considered to be a potential source of error since an insignificant number of people who were approached and who had not been surveyed yet refused to participate. A more important potential source of error in the sampling for the on-site survey was the high proportion of parties that were approached but had already been surveyed by mid-morning on Sunday, the second day. Because of this parties, that came only on Sunday might have been "crowded out" by parties which were already surveyed, reducing their likelihood of being selected. If this was the case, then parties coming only on Sunday might have been undersampled. Given the survey

methodology there is no way to test for this potential undersampling. It is uncertain what the impact of this error, if present, could be.

## **Phase 2 - Take-home questionnaire**

The take-home questionnaire is reproduced in Appendix B. Questions on the survey can be divided into three types, questions about the respondent's travel party, questions about their stay on Virginia's Eastern Shore, and questions about the individual respondent regarding their birding activities and their opinions about the quality of the Festival. The questions were as follows:

### **Questions about the travel party**

- age and sex of each member of the travel party (from which total number in the party was also derived)
- type of party (same as in on-site survey)
- whether the party came to the Festival on one or both days
- how many people in the travel party did not attend the festival
- the city/town and state where the trip began and whether this was their home or not
- approximate distance from trip origin to the Festival
- the zip code of the place where they now live

### **Questions about their trip to the Eastern Shore for the Festival**

- whether or not the Birding Festival was the primary reason for their trip
- how many days the party spent on the Eastern Shore
- type of accommodations for those staying overnight on the Eastern Shore:
  - campground
  - hotel/motel
  - bed & breakfast or inn
  - rented house or condo
  - friend's or relative's home
  - other (all "other" responses received were for second homes)
- total expenses for the travel party in Northampton and Accomack Counties (further explanation of this section is given below)
  - expenditures at the Festival site for registration, food/drinks and other items
  - lodging
  - food/drinks in restaurants or bars
  - groceries/convenience store purchases
  - farm produce stand/market purchases
  - seafood stand/market purchases
  - Chesapeake Bay Bridge-Tunnel tolls (ignored in the analysis)
  - vehicle expenses (gas, oil, repairs, rentals)
  - admissions to museums, events, etc. (other than the Festival)
  - locally made arts and crafts (the determination of whether something purchased was actually local was left up to the respondent)
  - gifts, souvenirs, antiques

- other personal or household items
- sports and recreation (canoe or bike rentals, greens fees, etc.)
- other (actual responses in this category only amounted to about 0.5% of total expenditures)

Questions about the respondent

- the number of days the respondent had gone birding in the last year (days trips and overnight trips)
- how the respondent heard about the festival
- grade various components of the Festival on a school grade scale (A - F):
  - the Festival overall
  - the birding
  - guided tours
  - speakers
  - workshops
  - children's programs
  - food at the festival
  - restroom facilities
- whether they would tell others to come to the Festival in the future
- whether they believed they would return next year
- what the respondent most liked and disliked about the Festival

Even though the primary purpose of this study is to isolate the impacts of the Festival on Northampton County, expenditures in Accomack County were requested as well. This was done for two reasons. The first reason was to help the respondents cognitively separate expenditures made in the two counties. The second reason was to gauge the economic impacts of the festival in Accomack County as well as Northampton County alone. This allowed for some analysis of how Festival participants (and tourists more generally) spend their money in a county with more types of spending opportunities. This kind of information could help Northampton County improve its ability to capture these tourist dollars.

Many of the questions were repeated from the on-site survey. They were asked again since only tallies (total counts) of responses were taken for the on-site survey and since it was therefore not possible to tie on-site survey responses to questionnaire respondents.

An introductory note reiterated important points for the respondent to know (such as to send in only one form per party, etc.) and to thank them for their participation.

The take-home questionnaire was preaddressed and prestamped. A small, removable label was placed on the front of each questionnaire. The respondent was shown the address, postage and label, and told that they simply needed to fill out the questionnaire, use the label to seal the questionnaire for mailing, and drop it in the mail.

Because the sample in this phase of the study is a subsample of the on-site survey sample, the two samples share the same potential errors in sampling. In addition, there may have been some self-selection in the sample due to our reliance on respondents to mail back the questionnaire. Respondents may have perceived that participating would help Festival organizers promote the benefits of the Festival and thus help promote birding and bird habitat conservation. Such a bias might cause a few respondents to overstate their expenditures if they believe that it could help conservation efforts.

Another possible source of error is that people are likely to forget to include some expenditures or ignore them, believing them to be too small to be important. In this case, expenditures are likely to be underestimated. We believe that taking the survey responses as a whole, it is much more likely that expenditures are underestimated due to recall errors or to respondents ignoring small expenses than they are to be overestimated for any reason. Other potential sources of error in this phase of the survey include misunderstanding the questions and incorrect determinations of the county in which the party found lodging and made expenditures.

Given the nature of these potential sources of error, it is not considered possible nor necessary to estimate or correct for resulting biases. Given the relative simplicity of determining the county where expenditures were made, relatively few errors and no systematic errors (biases) were expected. The net effect of the remaining potential sources of error is more likely to have been an underestimate of expenditures than an overestimate. Since any such effect is likely to be small and since a conservative estimate is preferable in this type of study to an overestimate, this potential bias is ignored.

### **Phase 3 - Economic impact analysis**

The final phase of the study was to take expenditure data from the take-home questionnaires and use them in a computer model of Northampton County. The model used is an input/output type model called IMPLAN. A full description of this model and of its application to determining the potential for developing a range of sustainable industries in Northampton County is given in a study by Smutko, Johnson and Danielson<sup>3</sup>. The IMPLAN model simulates how money brought in from outside of an economy (in this case the county or counties) is collected by businesses, government agencies, etc. and re-spent. Some proportion of this re-spent income from outside is spent in the local economy and represents economic gains that would not otherwise have occurred if the original money had not been

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<sup>3</sup>Smutko, L. Steven, Thomas Johnson, and Leon Danielson. in prep. *The Economic Potential and Feasibility of Sustainable Development for Northampton County, Virginia*. Prepared for Northampton County Sustainable Development Initiative, Eastville, VA. [Raleigh: Resource Analytics, Inc.]

brought in. Estimates of total expenditures that can be attributed to the Birding Festival can be multiplied by factors representing these re-spending effects to come up with an estimate of the overall economic impact of the Festival on the local economy. Impacts on private sector and public sector production, job creation (if any) and total value-added (the difference between the market value of production and producer costs including taxes, wages, interest and profits) are among the main results of this model.

A more detailed description of the model is set out in Appendix C and in the study cited in footnote 3.

## **Results and Discussion**

### **Economic Impacts on Northampton County**

This section is divided into two sections, the first dealing with expenditures reported by non-Northampton County travel parties represented at the Festival, and the second presenting an analysis of economic impacts beyond these direct expenditures.

#### *Expenditures*

Estimates of total direct expenditures made by non-county travel parties while visiting the Festival are given in Table 1. Non-Northampton County parties spent an average of \$110 each in Northampton County establishments for a total estimated expenditure of about \$36,600. This figure does not include all money spent at the Festival. Adjustments in expenditure data were made since a bi-county organization (the Eastern Shore Chamber of Commerce) received the entrance fees and most of the vendors were not from the county). If all festival expenditures are included, non-Northampton County parties spent about \$36,900. Including all expenditures made by non-Eastern Shore parties while on the Eastern Shore, the total spending was \$42,300.

As can be seen in the table of expenditures below, nearly three-quarters (73%) of the direct expenditures by non-Northampton County parties coming to the Festival were for lodging, restaurants and bars beyond the Festival site. By location, these expenditures can be broken down as follows:

- 26% spent at the Festival site itself,
- 57% not at Festival, in Northampton County, and
- 16% not at Festival, in Accomack County.

While 26% of all expenditures by non-Northampton parties was spent at the Festival, not all of these expenditures went to Northampton concerns, and therefore did not directly add to the economic impact on the county. There are two reasons for this. Only a few of the non-food vendors at the Festival were from Northampton County, and therefore their sales from the Festival cannot be included in the model as direct expenditures made to Northampton entities. There was no way to estimate the percentage of total non-food revenues at the Festival that accrued to Northampton and non-Northampton businesses, so in order to yield a conservative estimate of impact, these expenditures were ignored in the model. (This is not to say that these non-local vendors had a negative impact - on the contrary, as a separate class of visitor they are likely to spend more while in the county as well as add to the attraction of the event.)



**Table 1**  
**Summary of Expenditures**

| <b>Type of expenditure:</b>             | <b>Estimated expenditures in Northampton Co. by non-Northampton Co. parties<br/>(spent in Northampton Co. but excluding expenditures assumed to go to non-County vendors)<br/>(DOLLARS)</b> | <b>Estimated expenditures on Eastern Shore by non-Eastern Shore parties<br/>(spent on E. Shore but excluding expenditures assumed to go to non-E. Shore vendors)<br/>(DOLLARS)</b> |
|---|---|--|
| <b>At Festival:</b>                     |   |  |
| Registration fees                       | 1869  | 1553   |
| Food/drink at Festival                  | 1554  | 2583   |
| Other purchases at Festival             | 0   | 2189   |
| <b>Not at Festival:</b>                 |   |  |
| Lodging                                 | 15836   | 15567  |
| Restaurants/bars                        | 10814   | 12041  |
| Food from grocery or convenience stores | 1327  | 1532   |
| Produce stands/markets                  | 160   | 157  |
| Seafood from stands/markets             | 149   | 134  |
| Vehicle expenses (mostly fuel)          | 2068  | 2397   |
| Arts/crafts                             | 1523  | 1340   |
| Gifts/antiques                          | 1075  | 1993   |
| Other                                   | 555   | 832  |
| <b>Total</b>                            | <b>36930</b>  | <b>42318</b>   |

Similarly, one of the three vendors of food and drink at the Festival was an Accomack County concern, and so their receipts would also not be counted as a part of expenditures for Northampton outputs, as with the non-Northampton vendors discussed above. In this case, one-half (50%) all reported food and drink spending at the Festival is assumed to accrue to Northampton concerns, while the other half is assumed to accrue to the Accomack County concern. Again this is an assumption that could not be tested directly using the data gathered.

The differences in the expenditure columns in Table 1 deserve some explanation. They share money given by non-Eastern Shore parties to Northampton-based concerns, but column 1 adds to this quantity all spending by Accomack parties on Northampton concerns, while column 2 adds the spending of non-Eastern Shore residents made on Accomack concerns.

### **Indirect and Induced Effects and Other Potential Impacts**

With respect to trade in goods and services generated by the Festival, the direct expenditures discussed in the previous paragraph constitute the major *direct economic effects or impacts* of the Festival. However, direct impacts are only one component of the full economic impact of an event like the Birding Festival. Other factors considered in this study include the following:

- *Indirect Effects* include the economic activity that is generated among businesses and agencies which supply goods and services to the firms/organizations that directly sold their products to visiting travel parties. Examples of this would include any increase in fuel purchased by gas stations to accommodate the increased number of visitors generated by the Festival.
- *Induced Effects* include the economic activity that is generated by increased incomes (i.e., in county households) as a result of the Festival.

Table 2 describes the total economic impacts of the Birding Festival. The first column of numbers includes direct expenditures by economic sector. The sectors used in the economic model do not correspond to spending categories provided in the take-home questionnaire because the categories used in the questionnaire are less likely to have been misinterpreted by the respondent.

The economic importance of an industry (or event, in this case) is described in the IMPLAN model in terms of its total industrial output, final demand (not shown), income, value added, and total employment. Total industrial output, is the dollar value of goods and services produced to satisfy inter-industry input final demands. Final demand is the dollar value of purchases from producing industries for final consumption. Income includes both wages to employees and the income of business owners. Value added is equivalent to gross regional

**Table 2**  
**Economic Impacts of the Birding Festival,**  
**Totals and By Sector**  
 (all figure are in thousands of dollars)

| Industry              | Direct      | TIO*        | Total Income | Total Value Added | Employment  |
|-----------------------|-------------|-------------|--------------|-------------------|-------------|
| Livestock             |             | 0.1         | 0            | 0                 | 0           |
| Crops                 |             | 0.6         | 0.1          | 0.1               | 0.01        |
| Commercial Fishing    |             | 0.2         | 0            | 0                 | 0           |
| Manufacturing         |             | 1.3         | 0.7          | 0.7               | 0.02        |
| Construction          |             | 0.7         | 0.2          | 0.2               | 0.01        |
| Food Processing       |             | 0           | 0            | 0                 | 0           |
| Boat Constrect/Repair |             | 0           | 0            | 0                 | 0           |
| Transportation        |             | 0.6         | 0.3          | 0.4               | 0.01        |
| Communications        |             | 0.8         | 0.6          | 0.5               | 0.01        |
| Utilities             |             | 1.1         | 0.5          | 0.6               | 0           |
| Trade                 | 4.4         | 19.7        | 11.8         | 15.5              | 0.87        |
| Finance               |             | 0.7         | 0.4          | 0.4               | 0.01        |
| Insurance             |             | 0.4         | 0.2          | 0.2               | 0.01        |
| Real Estate           |             | 5.2         | 0.3          | 0.4               | 0.01        |
| Hotels and Lodging    | 15.8        | 14.7        | 7.4          | 9.3               | 0.63        |
| Services              | 10.8        | 2.1         | 1.1          | 1.1               | 0.06        |
| Medical Services      |             | 2.7         | 1.9          | 1.9               | 0.09        |
| Education             |             | 0.2         | 0.1          | 0.1               | 0.01        |
| Miscellaneous         | 3.8         | 0.3         | 0.4          | 0.4               | 0.01        |
| Government            | 1.9         | 0.8         | 0.7          | 0.7               | 0.03        |
| Household Industry    |             | 0.1         | 0.1          | 0.1               | 0.02        |
| <b>Total</b>          | <b>36.7</b> | <b>52.3</b> | <b>28.5</b>  | <b>35.5</b>       | <b>1.82</b> |

[\* TIO = Total Industrial Output]

product (payments to labor and capital, and taxes), or the value of total industrial output minus input purchases. Thus, value added is always less than total industrial output, but greater than income. A more detailed description of how these impacts were modelled is given in Appendix C.

The Birding Festival made a small but positive impact on the level of trade, incomes, and value-added in Northampton County. The \$36,600 in direct expenditures made by non-residents in local establishments generated an additional \$15,700 in indirect and induce sales for a total of \$52,300 in total industrial output. The total value-added to the local economy by this total output is estimated to be somewhat less, however, \$35,500. This is because of leakages in the local economy. Leakages are non-local goods and services that are purchased in the course of the production represented by total industrial output. This non-local production includes inputs such as labor, capital, wholesale supplies, etc.

A portion of the total value-added impact of the Festival is the impact on total local incomes, which was estimated to be \$28,500.

Overall, the economic impact of the Festival is relatively small when compared to the county's full range of economic activity. The economic benefit of the Festival in terms of value added of \$35,500 is very small compared to the total value-added per year for the county's entire tourist industry, which is approximately \$9.5 million. Similarly, the Festival can be said to have had an impact on employment equivalent to under 2 full-time jobs, compared to the approximately 400 employees in the county's tourism sector as a whole (from 3rd quarter, 1992, data).

One limitation of the model used is that it measures the impact of certain, defined changes on a fixed economic structure. This means that the county's businesses are fixed in terms of the ratio of inputs (capital, labor, raw material or supplies) to outputs (the value of production). Increases in output, income, value-added or jobs shown by the model are interpreted as incremental or marginal changes resulting from a relatively small change in some variables (prices, labor supply, purchases, new construction, new industries or in our case, the revenues from an annual Festival). In reality, economies change in structure over the long-run in response to long-term trends in these economic variables. In the case of the Birding Festival, it could be argued that its real economic value is not in terms of incremental increases in economic output but in terms of prospective changes in the market for tourism that it might cause in the long run. One of the main criteria for the Festival's success in the long term is in fact how much *future* economic output the Festival generates. In other words, the objective of the Festival is to change the structure of the local economy by increasing the value of tourism output per unit of input. This structural change occurs to the extent that the Festival can improve the value of some of the county's natural resources in the eyes of visitors and local residents alike, and thereby improve opportunities for tourism, research and other activities that depend on this resource.

To summarize, the value of the Festival to Northampton's economy may be as a vehicle for promoting amenities and services available rather than immediate changes in economic output. This promotional value is very important for at least two and possibly three reasons:

- it can help increase visitation to the County at other times of the year,
- it can help increase future Festival attendance, including both the number of visitors and the number of vendors, and
- it can help increase the awareness among residents of Northampton County of the value of the ecological resources that are involved (e.g., habitat quality, contiguity and diversity) and thus contribute in some way to improve the perceived quality of life for residents (this improvement depends on individual preferences regarding non-market values, however, and can only with difficulty be estimated).

This study will argue in the conclusions that these impacts are significant.

## **Festival Participants - Characteristics and Feedback**

### *Number of participants*

The numbers of participants, defined in various ways, the number of travel parties by origin, and the average party size is given in Table 3. These figures are all based on survey sample data and on Festival registration receipts as reported by the Eastern Shore Chamber of Commerce. A full explanation of how these figures were derived is given in Appendix D.

**Table 3**  
**Profile of Festival Participation**

|  |      |
|--|------|
| Total number of paying participants:   | 743  |
| Total estimated number of participants<br>over 6 years of age:                         | 1006 |
| Total estimated number of participants,<br>including children under 6:                 | 1035 |
| Total number including children & people in<br>parties but not at the festival itself: | 1069 |
| Total number of travel parties represented at Festival:                                | 392  |
| ▪ parties from Northampton:  | 61   |
| ▪ parties from Accomack:   | 56   |
| ▪ total non-Northampton:   | 331  |
| ▪ total non-Eastern Shore:   | 275  |

*Average party size was 2.72*

### *Age & Sex of Participants*

A breakdown of the ages and sex of Festival participants is given in Table 4. Approximately fifty-nine percent of the participants were women and nearly seventy percent were between 35

and 64 years of age. It is useful to compare these numbers with those of another study by Wiedner and Kerlinger that surveyed "active birders" who participated in a recent National Audubon Society's Christmas Bird Count, a long-standing, national birding event<sup>4</sup>. The age structure of the participants in the Birding Festival is consistent with the Wiedner and Kerlinger study, however they found a significantly different proportion between sexes - only 37% female and 63% male. The differences could be artifacts of different sampling techniques and thus of different sample populations. The possible reasons for the particular age and sex make-up of participants was not quantitatively analyzed in this study. Here it is appropriate only to note that there was no evidence refuting the proposition that the population of Birding Festival-goers is likely to be different than the population of birders in general.

**Table 4**  
**Percent of participants,**  
**by sex and age class**

| <b>Age Group</b> | <b>Women</b> | <b>Men</b> | <b>Total</b> |
|------------------|--------------|------------|--------------|
| under six        | 1%           | 1%         | 2%           |
| 6 to 12          | 4%           | 3%         | 7%           |
| 12 to 17         | 2%           | 1%         | 3%           |
| 18 to 24         | 1%           | 1%         | 2%           |
| 25 to 34         | 5%           | 2%         | 7%           |
| 35 to 44         | 14%          | 7%         | 21%          |
| 45 to 54         | 13%          | 13%        | 26%          |
| 55 to 64         | 11%          | 11%        | 22%          |
| 65 to 74         | 6%           | 3%         | 9%           |
| 75 or older      | 1%           | 1%         | 2%           |

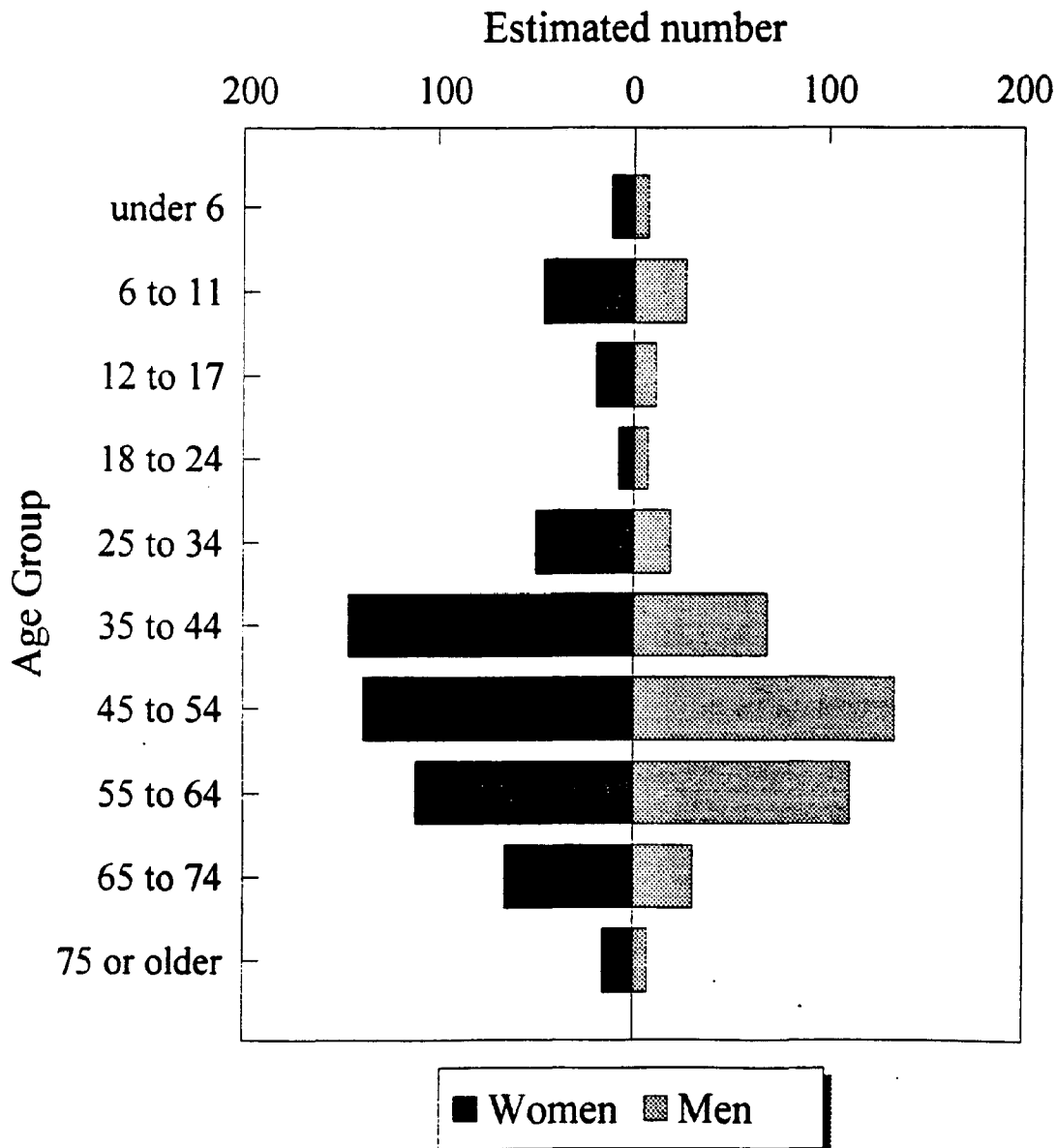
The profile of the population of participants is more clearly illustrated in Figure 1.

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<sup>4</sup>Wiedner, David, and Paul Kerlinger. 1990. Economics of Birding: A National Survey of Active Birders. *American Birds* 44(2):209-213, Summer 1990.

Figure 1

## Participants, by Age Group & Sex





*Type of Travel Party*

Both the on-site survey and the take-home questionnaire asked respondents which of the five categories in the table below best described their travel party.

**Table 5**  
**Type of Travel Party**

| Type                           | On-site<br>survey |        | Take-home<br>questionnaire |        |
|--------------------------------|-------------------|--------|----------------------------|--------|
| Individual                     | 36                | 15.3%  | 17                         | 15.0%  |
| Group of family members        | 142               | 60.4%  | 64                         | 56.6%  |
| Groups of friends              | 42                | 17.9%  | 15                         | 13.3%  |
| Mix of family and friends      | 8                 | 3.4%   | 14                         | 12.4%  |
| School/Club/Other <sup>5</sup> | 7                 | 3.0%   | 3                          | 2.7%   |
| Total number of responses      | 235               | 100.0% | 113                        | 100.0% |

*Origin*

The on-site survey was used to find out the origin of travel parties participating in the Festival. Key findings include the following:

- an estimated 30% of the parties were from Northampton and Accomack Counties (split about evenly between the two)
- another 51% were from other parts of Virginia, including nearly a quarter from the Richmond/Petersburg and Williamsburg areas
- nearly 90% of all parties came from origins within a 250 mile drive of the Festival.

A more detailed breakdown of origins is given in Table 6. Based on on-site survey information, about 30% of the parties represented at the Festival were from the Eastern Shore, about 16% were from Northampton County and about 14% were from Accomack County.

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<sup>5</sup>The categories "School/club" and "other" used in the take-home questionnaire are joined together here; the percentage of travel parties reported in the questionnaire to be in these categories are not highly significant.

Nearly one-quarter (23%) of the parties were from an area extending from Williamsburg to Richmond, Petersburg and the surrounding areas. About one-sixth of the parties (~17%) were from the metropolitan areas of Northern Virginia, Washington and Baltimore. Ten percent were from southeastern Virginia's metropolitan areas (Hampton and Newport News to Virginia Beach). The remaining twenty percent were from elsewhere in Virginia and from other states.

**Table 6**  
**Origin of Travel Parties**

|  |                     |
|--|---------------------|
| <b>Virginia</b>                                |                     |
| Richmond/Petersburg/Williamsburg area          | 23%                 |
| Northampton County                             | 16%                 |
| Accomack County                                | 14%                 |
| N.Va. & Fredericksburg                         | 13%                 |
| Norfolk metro                                  | 10%                 |
| other VA                                       | 6%                  |
| <i>subtotal</i>                                | <b>81%</b>          |
| <b>Region</b>                                  |                     |
| Virginia total                                 | 81%                 |
| Maryland                                       | 5%                  |
| North Carolina                                 | 3%                  |
| Delaware                                       | 1%                  |
| District of Columbia                           | 1%                  |
| <i>subtotal</i>                                | <b>91%</b>          |
| <b>Other states represented in the sample:</b> |                     |
| New York                                       | 2%                  |
| Pennsylvania                                   | 2%                  |
| Massachusetts                                  | 1%                  |
| West Virginia                                  | 1%                  |
| California                                     | 1%                  |
| Maine, New Jersey, Tennessee, Kentucky,        |                     |
| Ohio and Oklahoma                              | less than 0.5% each |
| <i>subtotal</i>                                | <b>9%</b>           |

Another way to look at the origin of parties is in terms of the distance they travelled to get to the Festival. Figure 2 shows the proportion of the total number of parties in different (one-way) distance classes. As can be seen in this figure, three important clusters emerge. About 24% of all non-Norhampton parties represented came from within a 50 mile drive of the Festival. This includes nearly all Accomack County residents as well as those from Norfolk, Chesapeake and Virginia Beach. Another large group (about 22%) came between 100 and 150 miles. This group mostly represents the Richmond/Petersburg area. The third large group, accounting for over 27% of the parties in our sample, were mostly from the Northern Virginia, Washington and Baltimore areas, though Central Virginia and some other areas are also represented in this group.

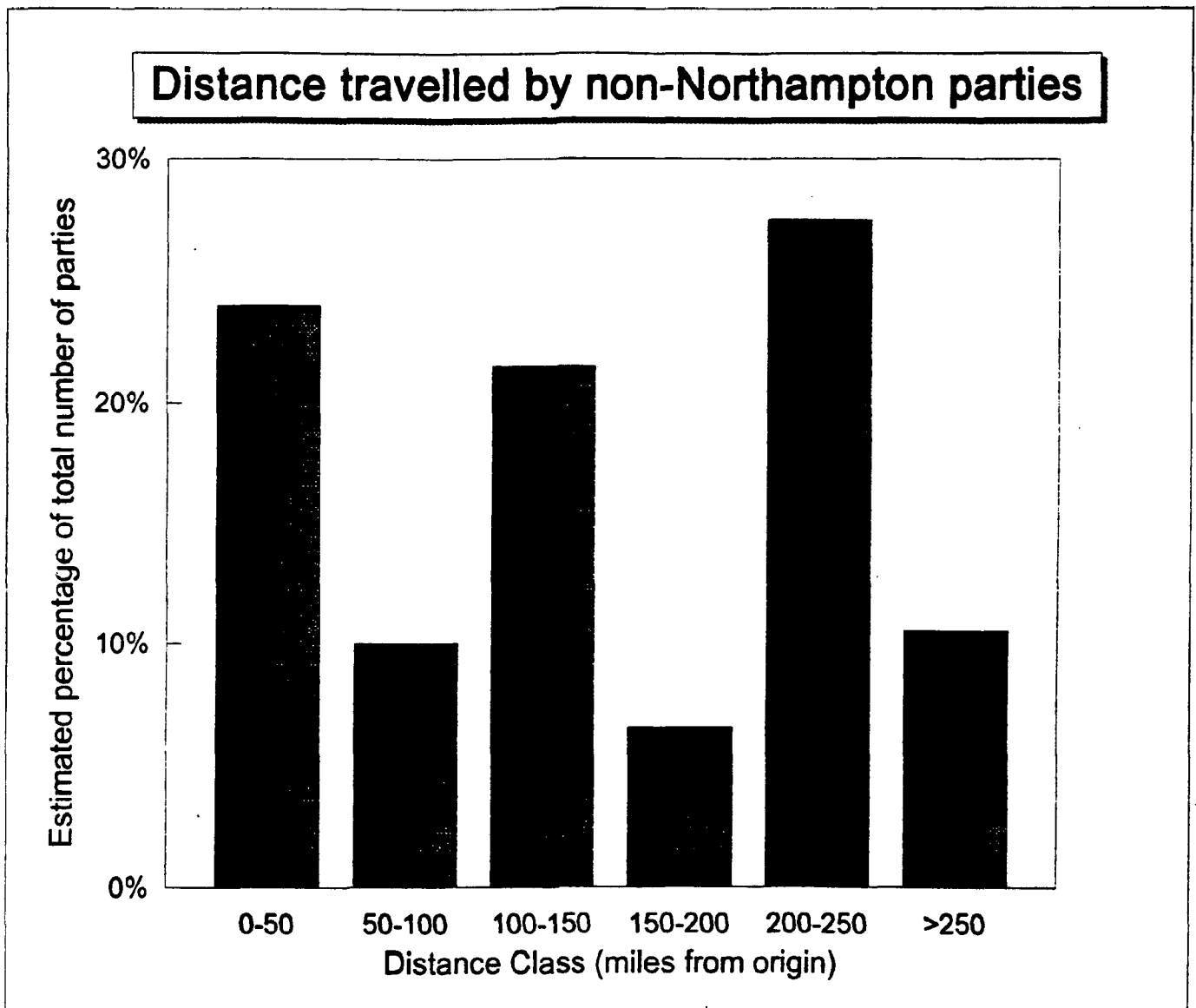
A full listing of origins in the sample is given in Appendix E. Note that the origins listed in this appendix are sample data only. Other origins are likely to have been represented at the Festival.

#### *Party Size & the Number of People Who Did Not Attend*

The average size of the travel parties coming to the Festival was 2.72, including children under 6 years old and people who were travelling with the group but did not come to the Festival itself. This figure is based on responses to the on-site survey.

According to the on-site survey, 6.8% of the parties surveyed (16 of 235 parties = .068085) parties had people who did not attend either day of the Festival. Questionnaire results were similar. According to the questionnaire, 7.1% of the parties responding (8 parties out of 113 parties responding = .0708) had people who did not attend. These non-attending travel party members made up approximately 3% of all people in all parties represented at the Festival.

Figure 2



### *Trip Characteristics*

Ninety percent of the travel parties surveyed agreed that the Festival was the main reason for their party's trip. There was no significant relationship between having people in the party who did other things besides going to the Festival and the Festival not being that party's main reason for coming. This bolsters the validity of the economic impact analysis since it shows that most parties present were attracted to the Eastern Shore and to Northampton County specifically for the Festival.

Sixty-four percent of all travel parties surveyed attended the Festival on both days. The remaining parties surveyed (36% of the total) were evenly split between attending on Saturday only and attending on Sunday only (18% each).

The average length of stay on the Eastern Shore by non-Eastern Shore residents was 2.5 days. Thirty-two percent of all parties surveyed reported that they came to the Festival on day-trips (they came from home and returned home the same day; a couple of parties did report making day-trips on both days). Overall, 79% of all parties that reported lodging away from home somewhere on the Eastern Shore during the Festival stayed in Northampton County. Of the travel parties staying in Northampton County:

- 19% camped
- 75% stayed in a hotel or motel
- 6% reported staying with friends or relatives.

Those camping tended to stay only one-night, while most of those staying in hotels or motels tended to stay for 2 nights. Those staying with friends reported a 4.4 night average stay.

*How respondents heard about the Festival*

Most respondents learned of the festival through the newspaper, the festival flyer, and the Virginia Society of Ornithologists.

In response to the question "how did you hear about the festival?", 38% of the respondents answered "newspaper" or named the specific paper in which they read about the event. The festival flyer mailed out by Festival organizers was mentioned by 7% of the respondents, 5% stating that they received "a mailing", and there was overlap between receiving the Birding Festival Flyer and hearing about the event through the VSO (some respondents listed both as sources). The remaining 36% of the respondents heard about the festival from friends, relatives, specialty magazines, the Audubon Society, the Eastern Shore Chamber of Commerce, the Eastern Shore of Virginia National Wildlife Refuge, and local recreation clubs. All responses received are transcribed in Appendix F.

**Table 7**  
**Where Participants Heard About the Festival**

| <i>Responses to the Question:</i><br><i>"How did you hear about the Festival?"</i> |     |     |
|--|-----|-----|
| Newspapers   |     | 38% |
| "newspaper" (unspecified)  | 18% |     |
| Eastern Shore News   | 7%  |     |
| Richmond Times- Dispatch   | 5%  |     |
| Virginian Pilot  | 3%  |     |
| "NC Newspaper Article"   | 1%  |     |
| Winston-Salem paper  | 1%  |     |
| Harrisonburg VA Daily Newsrecorder   | 1%  |     |
| Danville Register and Bee  | 1%  |     |
| "News"   | 1%  |     |
| Brochure mailed by Festival organizers   |     | 15% |
| Virginia Society of Ornithology  |     | 11% |
| Friend   |     | 7%  |
| Magazine   |     | 7%  |
| Richmond Audubon   |     | 5%  |
| Relatives  |     | 4%  |
| Local Club   |     | 4%  |
| Eastern Shore Chamber of Commerce  |     | 4%  |
| Other  |     | 3%  |
| E. Shore of Va. National Wildlife Refuge   |     | 2%  |

### *Festival Quality*

The survey contained two sections soliciting feedback from participants on the quality of various aspects of the Festival. The first section asked respondents to give a grade on an A, B, C, D, F, or NA (not applicable) scale to each of several aspects of the Festival. The second section asked respondents an open-ended (free response) question about their likes and dislikes. The grading question results are given in Table 8 below.

**Table 8**  
**Quality Grades**  
**(number of responses)**

| <i>Aspect of the Festival<br/>being graded:</i> | <i>Grade given (total number)</i> |          |          |          |          |           |
|---|-----------------------------------|----------|----------|----------|----------|-----------|
|   | <i>A</i>                          | <i>B</i> | <i>C</i> | <i>D</i> | <i>F</i> | <i>NA</i> |
| Overall Grade                                   | 64                                | 35       | 9        | 1        | 0        | 2         |
| The Birding                                     | 49                                | 34       | 17       | 2        | 0        | 9         |
| Tours   | 61                                | 25       | 8        | 0        | 0        | 17        |
| Workshops                                       | 11                                | 11       | 2        | 1        | 1        | 85        |
| Children's Programs                             | 4                                 | 3        | 1        | 0        | 0        | 70        |
| Speakers  | 27                                | 12       | 2        | 0        | 0        | 70        |
| Food  | 24                                | 24       | 21       | 3        | 1        | 38        |
| Restrooms                                       | 27                                | 28       | 27       | 0        | 3        | 26        |

These results show that overall participants reacted positively to the Festival activities and facilities. The charts in Figure 3 show the grade for each aspect of the Festival as a proportion of the total number of grades (i.e., as a percentage of *non*-"NA" responses), revealing somewhat more clearly some differences in perceived quality.

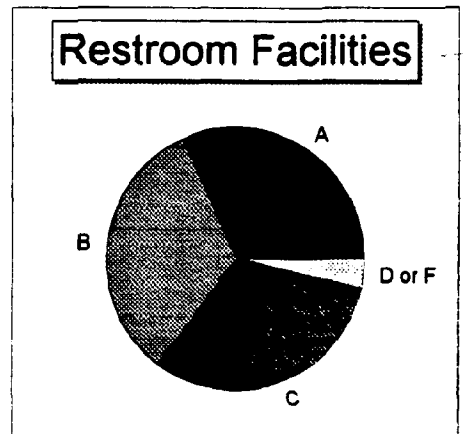
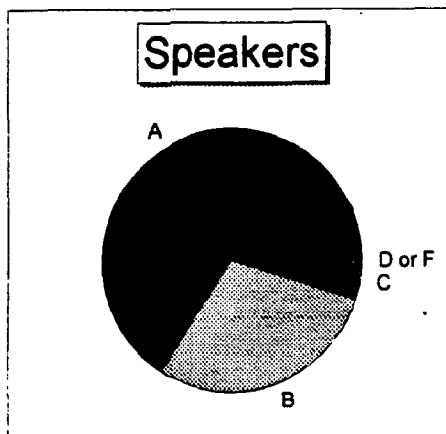
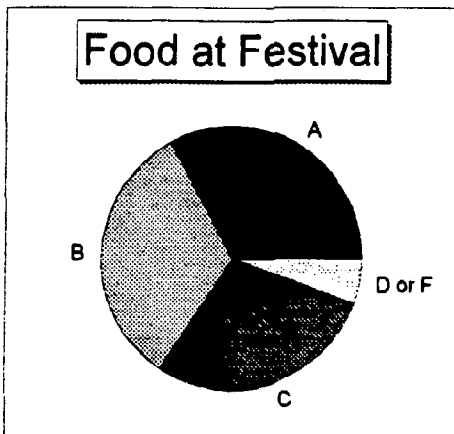
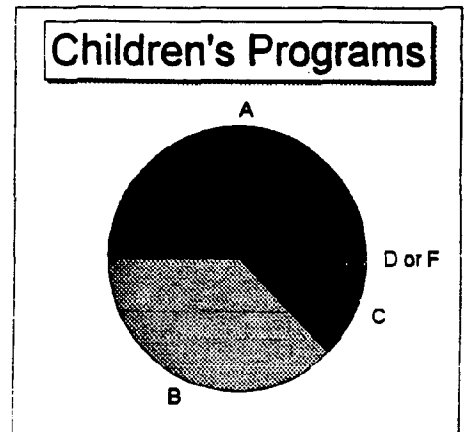
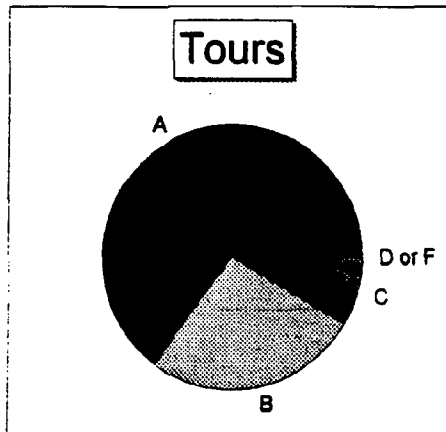
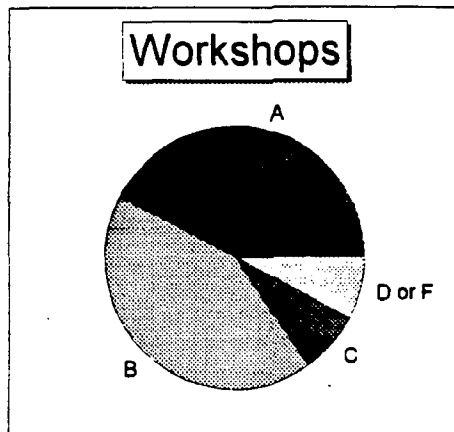
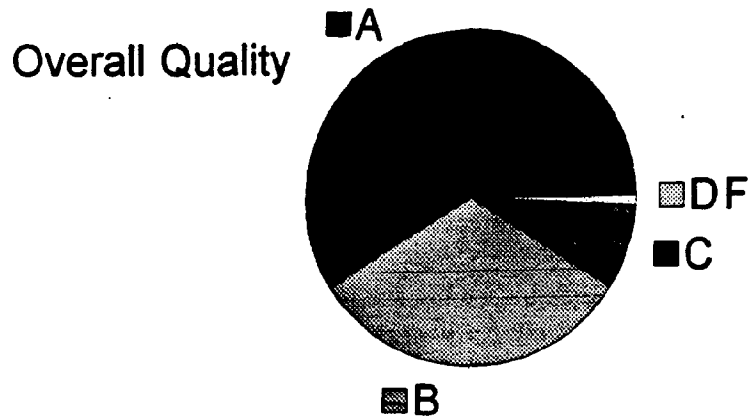
The questionnaire concluded with the question, "what did you most like and dislike about the Eastern Shore Birding Festival?" Of the 113 questionnaires received, 98 had responses to this open-ended question. There were several recurring themes to these comments (all comments received are given in Appendix F).

The most common comment was that the tours were excellent and that the tour leaders were knowledgeable and pleasant (25 such comments received). Nearly as frequently mentioned were the friendly, courteous, polite staff people at the festival (13 comments). Respondents commented on great birding opportunities, with the most popular attraction being the bird banding and raptor research (13 comments). Many people also commented on the excellent

Figure 3

# Festival Quality

Grades given by survey participants





organization of the entire event (10 comments) and were overwhelmingly satisfied with the festival, enjoying their visit (14 comments). Many respondents were quite effusive in their praise of the Festival.

Though all but one respondent answered "yes" to recommending others to attend the festival next year, and though 84% responded that they will return themselves next year, there were several complaints that warrant the attention of future Festival organizers. These criticisms were generally quite constructive and fell into a small number of categories. The most common complaint was the lack of signage and general directional information in and around the festival grounds (10 comments). There was confusion and lack of knowledge of where and when the tour buses departed (6 comments), and general confusion as to where people could register. The timing of the tour departures was confusing. Many people complained that buses left up to 30 minutes before the scheduled event causing some to miss trips, and others to not have returned in time for their next scheduled trip. There were a number of negative comments concerning the restaurant facilities and service at the hotel hosting the Festival (9). The food served at the festival was also a topic of unfavorable comment (10), the consensus being that more variety of foods, hot beverages, and seafood would be appreciated.

Other comments were less common. Some respondents were disappointed in missing workshops and speakers due to lack of knowledge that they were occurring (3), lack of knowing where they were held, and conflicts with birding tours (2). There were a few comments concerning the exhibits and crafts (3), asking for more of each. Some respondents felt that there was an overall lack of coordination (2), that the birding was poor (2), and that they were disappointed in the lack of experienced group leaders (4).

## Conclusions and Recommendations

In terms of its impact on trade, income and value-added in Northampton County, the immediate impact of the Birding Festival was small but positive. Direct expenditures by non-residents for Northampton production amounted to about \$36,600. These expenditures generated an additional \$15,700 in indirect and induced output for a total of \$52,300 in total industrial output. However, the total value-added for this total industrial output is estimated to be somewhat less, or \$35,500. This is because of leakages in the local economy, which are non-local goods and services that are purchased in the course of producing the increase in total industrial output. This non-local production includes inputs such as labor, capital, wholesale supplies, etc. A portion of the total value-added by the Festival is the increase in total income, which was estimated to be \$28,500.

The fact that the Festival did produce positive economic benefits for the County is significant. However, it can be argued that the most important value of the Festival is as a vehicle for promoting *future* tourism from which more substantial and continuous economic benefits would be derived.

It is beyond the scope of this study to estimate the demand for the kind of tourism opportunities that might be developed in Northampton County (such a study is being contemplated). However, there was evidence in the data gathered for this survey that demand for future Birding Festivals, birding-related tourism, and ecotourism in general could be strong.

Nearly all survey respondents praised the Festival for the quality of the tours and the friendliness and knowledge of the staff. All participants surveyed said they would recommend future Birding Festivals to others and most said that they would return next year. This is an extremely high rate of positive feedback. Another important piece of evidence suggesting a relatively high demand is the long-distances that many of the participants drove to get to the Festival, along with the fact that so many stayed for two days. (It is important to note that many people may not have come for a single-day event, but there is no way to test this hypothesis.)

Many visitor comments received were aimed at the natural beauty of the area and friendliness of the people. The Festival is likely to have generated significant interest in returning to the Eastern Shore and specifically to Northampton County at other times of the year.

It should be recalled that birders constitute a large market in and of themselves (see the Wiedner and Kerlinger study cited in footnote 4). Furthermore, birders represent only a part of an even broader market for wildlife-related outdoor recreationists (see the *1991 National Survey of Fishing, Hunting and Wildlife-Associated Recreation* cited in footnote 1).

If Northampton County decides that the evidence supports continuing efforts to develop nature-based tourism in general and ecotourism opportunities in particular, the Festival should be seen as a key part of a strategy to:

- increase future Festival attendance, including both the number of visitors and the number of vendors,
- increase visitation to Northampton County at other times of the year, and
- increase the awareness among residents of Northampton County of the value of the ecological resources that are involved (e.g., habitat quality, contiguity and diversity) and thus contribute in some way to improve the perceived quality of life for residents (this improvement depends on individual preferences regarding non-market values, however, and can only with difficulty be estimated).

Some recommendations regarding the planning and management of future Festivals can be made based on this study. Registration fees could safely be raised by a modest amount, and the extra proceeds used to pay for added services to Festival participants and for enhanced marketing activities. Attracting more people is an issue that requires a critical assessment of marketing strategies. This assessment of marketing strategy will among other things be the basis for setting next year's Festival registration fees. The high level of positive remarks made by survey participants suggests that word-of-mouth advertising among this year's participants and the organizations to which they belong would be highly effective. Special attention should be paid to the wide distribution of distances driven by this year's participants. While 90% of all parties represented came from within a 250-mile drive of the Festival, some major metropolitan areas within or just beyond this distance seem to have been underrepresented at the Festival. The southeastern Virginia metropolitan area, especially, would seem to have been more likely to outnumber areas further away such as Northern Virginia. Areas that should be targeted in the promotion of next year's Festival include all major Virginia markets, the Washington/Baltimore metro area, and the Philadelphia/Wilmington areas (Philadelphia is only 10 miles or so further away than Fairfax and Falls Church). Other areas that might be considered for promotion include other areas in Eastern Pennsylvania, New Jersey, the tri-state (metropolitan New York) area, and the Carolinas.

Festival organizers should be sensitive to answering some of the concerns of Festival visitors. Many visitors voiced how impressed they were with the Festival considering it to be a first-time affair. They might be less generous in their assessments in subsequent years.

Festival organizers should also attempt to increase the number of vendors at the Festival site. It is likely that the visitors to this year's Festival could have supported more vendors, especially food vendors, and there are likely to be more participants next year. Having more vendors at future events could generate significant economic benefits even if many vendors are non-local. Vendors spend proportionately more money per day on such items and commodities as fuel, they could pay display fees, and beyond a certain (but unknown) critical mass they can become a draw in and of themselves (i.e., the Festival would attract even more vendors and people interested in shopping).

As a final point, it will be important for the citizens of Northampton County to continually consider how the promotion and development of tourism (and other forms of development) affect ecological resources in their County. Many County citizens have said that a large part of the quality of life in Northampton County is its ecological bounty. In other places, uncontrolled development has been allowed to reduce the value of such ecological resources and thus reduce the quality of life in these places. If these values are held by a majority of Northampton County citizens, it is incumbent on them to insure that these values are taken into account when considering different opportunities for economic growth.

### **Acknowledgements**

On behalf of RAI, the author of this report would like to thank Tim Hayes, Director of the Northampton County Sustainable Development Initiative, Laura McKay of the Virginia Department of Environmental Quality, and Joyce Holland, David Parker and Miki Hiestal of the Eastern Shore Chamber of Commerce for their generous support at various points in this study. We especially appreciate the help of the following student volunteers with whose help we were able to achieve a very high quality sample: Lori Bowen, Shannon Jones, Mistina Thornes, and Morgan Truitt. The author would also like to personally thank the following people for their acts of support above and beyond the call of duty: Bennett Sandler, Vernon and Crystal Cox, Steve Smutko, and Marcie and Gene Brothers.

**Appendix A**  
**On-Site Survey**  
**Survey Script and Summary of Results**

**1. APPROACH AND INTRODUCTION**

Excuse me - hello, I'm giving out questionnaires to Birding Festival participants on behalf of the Northampton County Government and other Birding Festival organizers. It will take about two minutes to explain how the questionnaire works, but you can fill it out at home and mail it back to us. Will you participate?

Responses:

NO, already surveyed  
NO, approached and refused If NO ==> END  
YES If YES ==> CONTINUE

**2. TRAVEL PARTY**

We would like to get information about your travel party, which simply means the group you are travelling with. Your travel party may include people that you are travelling with, but who are not going to attend the festival itself - for instance, they may be doing something else while you are at the festival. Which of the following choices best describes your travel party?

Responses:

Individual  
Group of friends  
Family Group  
Mix of Friends and Family  
Other Group (such as school group or club)

3. Did your entire travel party come to the Festival itself? (tally mark if YES)

4. How many people are in your travel party, including yourself (& if appropriate, those not attending the festival)? (write number)

5. How many people in your travel party are 5 years old or younger? (write number of people)

6. Do you now live in Northampton County VA, Accomack Co. VA or somewhere else? (tally mark if Northampton or Accomack; if elsewhere ask "What is your home state and zip code?" (write zip code (or country if not USA))

7. SATURDAY ==> Will your travel party be attending the festival on one or both days?  
SUNDAY ==> Did your travel party attend the festival on one or both days?

**8. REVIEW THE SURVEY AND MAP**

- (show them the survey and map) Here is the questionnaire and a map that will help in filling out the questionnaire.
- (first panel) these are questions about your travel party.
- (last panel) these are questions about your birding activities and your input on the Festival.
- (middle panels) these are questions about your travel party's visit.
- (point to lodging questions) these questions ask if you stayed overnight on the Eastern Shore of Virginia - where did you stay? (ask them the name of the place or the nearest town, or other questions in order to

determine which county they stayed in; mark one of the following choices:)

Mark ONE Only:

DAY TRIP (Came from home and returning home)

STAYING OVERNIGHT IN NORTHAMP. CO.

STAYING OVERNIGHT IN ACCOMACK CO. (unless residents of Accomack staying at home)

STAYING OVERNIGHT ELSEWHERE.

**ACCOMACK COUNTY RESIDENTS ONLY:**

- [point to expenditure questions] these questions have to do with your expenses while on this trip - we'd like you to think about how much you spend and, especially, which county you spent money in for each item. Use the map if necessary. **ONLY INCLUDE EXPENSES MADE WHILE ON YOUR TRIP TO THE BIRDING FESTIVAL;** [show them the map] the Festival is here at Sunset Beach [circle it].
- the best time to fill out the survey is when you get home.
- [show the sealing sticker] survey can be sealed with the removable sticker on the first page
- [show the postage] survey does not need a stamp - just drop it in the mail.
- Finally, it is important that you send in only one survey per travel party [clarify what their travel party is if they are unsure]

Okay, that's it. Thank you very much for agreeing to participate. Since we can only survey a limited number of groups your help is especially important to us. Thanks for your time - Have a good trip! Bye!

**ALL OTHERS**

**(NOT RESIDENTS OF EITHER NORTHAMPTON OR ACCOMACK COUNTIES):**

- [point to expenditure questions] these questions have to do with your expenses while on the VA's Eastern Shore - we'd like you to think about how much you spend while on the Eastern Shore, and, especially, where you spend. It is important to know which county you spent money in so please refer to this map.
- [show them the map] the Festival is here at Sunset Beach [circle it]; and here is about where you stayed [mark with an "X"];
- the best time to fill out the survey is as you are actually leaving the Eastern Shore
- [show the sealing sticker] survey can be sealed with the removable sticker on the first page
- [show the postage] survey does not need a stamp - just drop it in the mail.
- Finally, it is important that you send in only one survey per travel party [clarify what their travel party is if they are unsure]

Okay, that's it. Thank you very much for agreeing to participate. Since we can only survey a limited number of groups your help is especially important to us. Thanks for your time - Have a good trip! Bye!

**1993 Eastern Shore Birding Festival**  
**On-site survey summary of results**

| APPROACH     |                           |               | TRAVEL PARTY |            |                     |                 |                          |                               |                    |
|--------------|---------------------------|---------------|--------------|------------|---------------------|-----------------|--------------------------|-------------------------------|--------------------|
|              | NO<br>already<br>surveyed | NO<br>refused | YES          | Individual | Group of<br>friends | Family<br>Group | Mix of Fam.<br>& Friends | Other (club,<br>school, etc.) | Total<br>responses |
|              |                           |               |              |            |                     |                 |                          |                               |                    |
| Totals:      | 147                       | 18            | 235          | 36         | 42                  | 142             | 8                        | 7                             | 235                |
| Percentages: | 63%                       | 8%            |              | 15%        | 18%                 | 60%             | 3%                       | 3%                            | 100%               |

|              | Entire party<br>attended fest.? |    | # in trav.<br>party | # of<br>groups | #<br>< age 6 | "Do you now live in:" |        |         | Total<br>responses |
|--------------|---------------------------------|----|---------------------|----------------|--------------|-----------------------|--------|---------|--------------------|
|              | YES                             | NO |                     |                |              | N'hamp                | Accom. | Elsewh. |                    |
| Totals:      | 219                             | 16 | 624                 | 229            | 18           | 37                    | 34     | 167     | 238                |
| Percentages: | 93%                             | 7% |                     |                |              | 16%                   | 14%    | 70%     | 100%               |

| TRIP         |                           |      | Type of trip       |             |               |        |         |                    |
|--------------|---------------------------|------|--------------------|-------------|---------------|--------|---------|--------------------|
|              | Days attended<br>festival |      | Total<br>responses | Day<br>trip | Overnight in: |        |         | Total<br>responses |
|              | ONE                       | BOTH |                    |             | N'hamp        | Accom. | Elsewh. |                    |
| Totals:      | 81                        | 144  | 225                | 66          | 105           | 27     | 8       | 206                |
| Percentages: | 36%                       | 64%  | 100%               | 32%         | 51%           | 13%    | 4%      | 100%               |



## Appendix B

### Take-Home Questionnaire and Summary of Results

#### Questions about your travel party

Your travel party is the group you were travelling with when you were at the festival (including people who did other things while you were at the festival).

- For each person in your travel party, beginning with you, please write their age and check if they male (M) or female (F):

|         | Age   | Check one | Male    | Female  |
|---------|-------|-----------|---------|---------|
| You:    | _____ | ( ) ( )   | ( ) ( ) | ( ) ( ) |
| Others: | _____ | ( ) ( )   | ( ) ( ) | ( ) ( ) |
|         | _____ | ( ) ( )   | ( ) ( ) | ( ) ( ) |
|         | _____ | ( ) ( )   | ( ) ( ) | ( ) ( ) |
|         | _____ | ( ) ( )   | ( ) ( ) | ( ) ( ) |

(continue at bottom of page if necessary)

- How would you best describe your travel party?

(Circle only one)

INDIVIDUAL      ALL FAMILY

ALL FRIENDS      FAMILY AND FRIENDS

SCHOOL / CLUB

OTHER: \_\_\_\_\_

- Did you attend one or both days of the festival?

(Circle one)      ONE      BOTH

- How many people in your travel party did not attend the festival on either day? \_\_\_\_\_ (number of people)

- Where did you begin your trip to the festival?

(Circle one and write in city and state)

HOME      OTHER      State: \_\_\_\_\_

City: \_\_\_\_\_

- How far did you travel to come to the Birding Festival? (distance one-way) \_\_\_\_\_ miles

- Please give us the ZIP CODE of where you now live: \_\_\_\_\_

#### Questions about your visit to Virginia's Eastern Shore

Virginia's Eastern Shore is made up of Northampton County (the location of the Birding Festival headquarters) and Accomack County (location of Chincoteague National Wildlife Refuge). Please refer to the enclosed map to determine where each activity took place.

- Was the Birding Festival the main reason for your visit to the Eastern Shore of Virginia? (Circle one)      YES      NO

- How many days did you spend on Virginia's Eastern Shore? \_\_\_\_\_ days

- List how many nights your travel party stayed in each type of the following types of accommodations:

EXAMPLE: If you stayed one night camping at Kiptopeke State Park in Northampton County, and one night at a campground in Accomack County, you would mark:

|            |                 |              |
|------------|-----------------|--------------|
| Campground | Northampton Co. | Accomack Co. |
|            | _____ nights    | _____ nights |

#### Nights spent in:

|                          |                    |                 |
|--------------------------|--------------------|-----------------|
|                          | Northampton County | Accomack County |
| Campground               | _____ nights       | _____ nights    |
| Hotel/Motel              | _____ nights       | _____ nights    |
| Bed & breakfast inn      | _____ nights       | _____ nights    |
| Rented house or condo    | _____ nights       | _____ nights    |
| Friend's/Relative's home | _____ nights       | _____ nights    |
| Other                    | _____ nights       | _____ nights    |

For each activity listed below, please estimate total expenses for your travel party in Northampton Co. and Accomack Co. Please refer to the enclosed map. Please give your best estimate - by not to overestimate or underestimate.

Amount spent by your travel party in each county:

|  |                    |                 |
|--|--------------------|-----------------|
|  | Northampton County | Accomack County |
|--|--------------------|-----------------|

|   |          |            |
|---|----------|------------|
| Expenses at the Birding Festival site itself: |          |            |
| Admission/registration fees                   | \$ _____ | XXXXXXXXXX |
| Food/drinks                                   | \$ _____ | XXXXXXXXXX |
| Other items/equipment/souvenirs               | \$ _____ | XXXXXXXXXX |

|   |          |          |
|---|----------|----------|
| Expenses not at the festival:                                       |          |          |
| Lodging   | \$ _____ | \$ _____ |
| Food/drinks in local restaurants/bars                               | \$ _____ | \$ _____ |
| Food/drink not in restaurants/bars:                                 |          |          |
| - from grocery or convenience store                                 | \$ _____ | \$ _____ |
| - from a farm produce stand/market                                  | \$ _____ | \$ _____ |
| - from a seafood stand/market                                       | \$ _____ | \$ _____ |
| Total Chesapeake Bay Bridge-Tunnel tolls (total in both directions) | \$ _____ | \$ _____ |
| Vehicle fuel & oil  | \$ _____ | \$ _____ |
| Vehicle repair  | \$ _____ | \$ _____ |
| Vehicle rental  | \$ _____ | \$ _____ |
| Admissions to museums, events, historical sites, towns, etc.        | \$ _____ | \$ _____ |
| Locally-made arts and crafts  | \$ _____ | \$ _____ |
| Gifts, souvenirs, antiques  | \$ _____ | \$ _____ |
| Other personal or household items                                   | \$ _____ | \$ _____ |
| Sports and recreation (cans, bills, rentals, greens fees, etc.)     | \$ _____ | \$ _____ |
| Other:  | \$ _____ | \$ _____ |
| Other:  | \$ _____ | \$ _____ |
| Other:  | \$ _____ | \$ _____ |

# Questions about you

How often do you go birding?

Give number of DAY birding trips taken in the last 12 months

times

Give number of OVERNIGHT birding trips taken in the last 12 months

times

How did you hear about the Festival?

Give each part of the Birding Festival a grade (for each line circle one: A is excellent, C is average, F is very bad, NA means not applicable, did not do or see)

| The Festival overall | A | B | C | D | F | NA |
|----------------------|---|---|---|---|---|----|
| The birding          | A | B | C | D | F | NA |
| Guided tours         | A | B | C | D | F | NA |
| Workshops            | A | B | C | D | F | NA |
| Childrens programs   | A | B | C | D | F | NA |
| Speakers             | A | B | C | D | F | NA |
| Food at festival     | A | B | C | D | F | NA |
| Restrooms            | A | B | C | D | F | NA |

Would you tell others to come to a future Birding Festival?

(Circle one) YES NO

Do you think you will come to the festival next year?

(Circle one) YES NO UNSURE

What did you most like and dislike about the Eastern Shore Birding Festival?

Stamp



## EASTERN SHORE BIRDING FESTIVAL

### 1993 VISITOR SURVEY

Dear Festival Visitor:

Thank you for agreeing to answer this questionnaire. We know your time is valuable and we sincerely appreciate your contribution to our efforts to improve the Festival and make our area a better place to live and visit.

We ask that you complete this questionnaire after you leave the Festival. After you fill it out, seal it with the sealing dot provided below and drop it in the mail. The questionnaire is already addressed and stamped.

In order for us to best plan for the future, we ask that only one questionnaire be sent in from each travel party

Thank you very much!

Northampton County  
Sustainable Development Initiative  
P.O. BOX 538  
EASTVILLE VA 23347

# 1993 Eastern Shore Birding Festival

Take-home questionnaire responses - TABLE 2 SUMMARY

| Type of travel party |                 | Days attended |               | Number of people who did not attend | Trip origin<br>'h' = Home<br>'o' = Other | Distance one-way residence (miles) | Festival main reason for trip?<br>'y' or 'n' |     |
|----------------------|-----------------|---------------|---------------|-------------------------------------|--|------------------------------------|--|-----|
| 1 = Indiv.           | 4 = Fam/Frnd.   | 1 = one       | 2 = both days |                                     |  |                                    |  |     |
| 2 = Family           | 5 = School/Club |               |               |                                     |  |                                    |  |     |
| 3 = Friends          | 6 = Other       |               |               |                                     |  |                                    |  |     |
| Totals               |                 |               |               | Total:                              |  |                                    |  |     |
| Indiv.               | 17              | One:          | 41            | 8 Home:                             |  |                                    | yes:   | 91  |
| Family               | 64              | Both:         | 72            | Other:                              | 101                                      |                                    | no:  | 10  |
| Friends              | 15              |               |               |                                     | 4  |                                    |  |     |
| Fam/Frnd.            | 14              |               |               |                                     |  |                                    |  |     |
| Sch/Club             | 0               |               |               |                                     |  |                                    |  |     |
| Other                | 3               |               |               |                                     |  |                                    |  |     |
| n:                   | 113             | 103           |               | 113                                 | 105                                      | 113                                |  | 101 |

# 1993 Eastern Shore Birding Festival

Take-home questionnaire responses - TABLE 3 SUMMARY

| Lodging (number of nights, by type and county) |                                 |      |             |      |       |      |                   |      |                   |      |                   |      |        |      |
|--|---------------------------------|------|-------------|------|-------|------|-------------------|------|-------------------|------|-------------------|------|--------|------|
|  | Camp-ground                     |      | Hotel/motel |      | Inn   |      | Rented house/apt. |      | Friends/relatives |      | Other1 [own home] |      | Other2 |      |
|  | Nhamp                           | Acco | Nhamp       | Acco | Nhamp | Acco | Nhamp             | Acco | Nhamp             | Acco | Nhamp             | Acco | Nhamp  | Acco |
| Total:   | Total number of nights, by type |      |             |      |       |      |                   |      |                   |      |                   |      |        |      |
| 189  | 13                              | 1    | 94          | 21   | 4     | 0    | 0                 | 0    | 31                | 10   | 0                 | 15   | 0      | 0    |
| 86   | # of responses:                 |      |             |      |       |      |                   |      |                   |      |                   |      |        |      |
|  | 10                              | 1    | 49          | 10   | 2     | 0    | 0                 | 0    | 7                 | 4    | 0                 | 3    | 0      | 0    |
| Avg. per response:                             |                                 |      |             |      |       |      |                   |      |                   |      |                   |      |        |      |
|  | 1.30                            | 1.00 | 1.92        | 2.10 | 2.00  | ---  | ---               | ---  | 4.43              | 2.50 | ---               | 5.00 | ---    | ---  |

1993 Eastern Shore Birding Festival - EXPENDITURE SUMMARY TABLE

|   |  | Expenses    |       |       |       |       |                            |                 |               |               |               |
|---|--|-------------|-------|-------|-------|-------|----------------------------|-----------------|---------------|---------------|---------------|
|   |  | At festival |       |       |       |       | Not at festival, by county |                 |               |               |               |
|   |  | Regist.     | Food  | Other | Food  | Food  | Restaurants                | Food from store | Produce stand | Seafood stand | Bridge-Tunnel |
|   |  | fees        | drink |       | drunk | drunk | Nhamp                      | Nhamp           | Nhamp         | Nhamp         | Acco          |
| Total expenditures - All non-Norhampton residents                     |  |             |       |       |       |       |                            |                 |               |               |               |
| At festival   |  | \$5,197     |       |       |       |       |                            |                 |               |               |               |
| Not at festival   |  |             |       |       |       |       |                            |                 |               |               |               |
| N'hamp  |  | \$11,222    |       |       |       |       |                            |                 |               |               |               |
| Acco.   |  | \$3,213     |       |       |       |       |                            |                 |               |               |               |
| subtotal  |  | \$14,434    |       |       |       |       |                            |                 |               |               |               |
| Total (excluding bridge)  |  | \$19,631    |       |       |       |       |                            |                 |               |               |               |
| (Bridge \$1,411 )   |  |             |       |       |       |       |                            |                 |               |               |               |
| Total (Norhampton/festival only; excl. bridge)                        |  | \$16,419    |       |       |       |       |                            |                 |               |               |               |
| Avg. party expenditure was:   |  |             |       |       |       |       |                            |                 |               |               |               |
| for all expenditures  |  |             |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co./festival expenditures only:                            |  | \$176.86    |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$147.92    |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$101.10    |       |       |       |       |                            |                 |               |               |               |
| Total expenditures - parties not from Norhampton or Accomack Counties |  |             |       |       |       |       |                            |                 |               |               |               |
| At festival   |  | \$4,483     |       |       |       |       |                            |                 |               |               |               |
| Not at festival   |  |             |       |       |       |       |                            |                 |               |               |               |
| N'hamp  |  | \$10,725    |       |       |       |       |                            |                 |               |               |               |
| Acco.   |  | \$3,111     |       |       |       |       |                            |                 |               |               |               |
| subtotal  |  | \$13,835    |       |       |       |       |                            |                 |               |               |               |
| Total (excluding bridge)  |  | \$18,318    |       |       |       |       |                            |                 |               |               |               |
| (Bridge \$1,411 )   |  |             |       |       |       |       |                            |                 |               |               |               |
| Total (Norhampton/festival only; excluding bridge)                    |  | \$15,208    |       |       |       |       |                            |                 |               |               |               |
| Avg. party expenditure was:   |  |             |       |       |       |       |                            |                 |               |               |               |
| for all expenditures  |  |             |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co./festival expenditures only:                            |  | \$199.11    |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$165.30    |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$116.57    |       |       |       |       |                            |                 |               |               |               |
| Non-festival only   |  | \$150.38    |       |       |       |       |                            |                 |               |               |               |
| Total expenditures - Accomack Co. residents                           |  |             |       |       |       |       |                            |                 |               |               |               |
| At festival   |  | \$714       |       |       |       |       |                            |                 |               |               |               |
| Not at festival   |  |             |       |       |       |       |                            |                 |               |               |               |
| N'hamp  |  | \$497       |       |       |       |       |                            |                 |               |               |               |
| Acco.   |  | \$102       |       |       |       |       |                            |                 |               |               |               |
| subtotal  |  | \$599       |       |       |       |       |                            |                 |               |               |               |
| Total (excluding bridge)  |  | \$1,313     |       |       |       |       |                            |                 |               |               |               |
| (Bridge \$0 )   |  |             |       |       |       |       |                            |                 |               |               |               |
| Total (Norhampton/festival only; excluding bridge)                    |  | \$1,211     |       |       |       |       |                            |                 |               |               |               |
| Avg. party expenditure was:   |  |             |       |       |       |       |                            |                 |               |               |               |
| for all expenditures  |  |             |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co./festival expenditures only:                            |  | \$69.11     |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$63.74     |       |       |       |       |                            |                 |               |               |               |
| Norhampton Co. only   |  | \$26.15     |       |       |       |       |                            |                 |               |               |               |

Totals, for all non-Norhampton residents responding to this section:

\$626 \$1,041 \$3,530 \$5,304 \$971 \$3,622 \$1,232 \$445 \$173 \$54 \$10 \$50 \$4 \$1,411

n (number responding to this section):

111

Avg. per party responding to this section

\$5.64 \$9.38 \$31.80 \$47.78 \$8.75 \$32.63 \$11.10 \$4.00 \$1.56 \$0.48 \$0.09 \$0.45 \$0.04 \$12.71

s 5.21674 13.456 84.6687 57.9839 35.0155 37.3881 42.4806 17.5682 8.66957 3.05772 0.93017 3.3649 0.37966 9.42182

for 95% c.i., +/- 0.82291 2.12261 13.356 9.14661 5.52348 5.89775 6.70106 2.77128 1.36737 0.48234 0.14673 0.53079 0.05989 1.48624

% +/- 15% 23% 42% 19% 63% 18% 60% 69% 88% 100% 168% 118% 168% 17%

(Avg. per party) x (estimated total number of parties)

1869.10 3108.95 10539.53 15835.81 2900.24 10813.68 3678.94 1327.18 516.66 159.74 29.26 149.29 11.94 4212.95

Total expenditures - parties not from Norhampton or Accomack Counties

Totals:

\$532 \$793 \$3,158 \$5,187 \$971 \$3,390 \$1,227 \$410 \$157 \$54 \$10 \$50 \$4 \$1,411

n: 92

Avg. per party responding to this section

\$5.78 \$8.62 \$34.33 \$56.38 \$10.56 \$36.84 \$13.34 \$4.45 \$1.71 \$0.58 \$0.11 \$0.54 \$0.04 \$15.34

s 5.53674 12.3545 91.5835 59.4087 38.2464 37.5807 46.3847 19.1956 9.38402 3.3531 1.02172 3.69262 0.41703 8.16085

Total (Norhampton/festival only; excluding bridge)

\$15,208 for 95% c.i., +/- 0.9912 2.21172 16.3955 10.6355 6.84695 6.72777 8.30389 3.43645 1.67995 0.60028 0.18291 0.66106 0.07466 1.46097

% +/- 17% 26% 48% 19% 63% 18% 62% 77% 98% 103% 172% 122% 172% 10%

(Avg. per party) x (estimated total number of parties)

1592.30 2373.28 9452.24 15524.46 2907.30 10145.61 3672.92 1225.66 470.03 160.13 29.33 149.65 11.97 4223.20

Total expenditures - Accomack Co. residents

Totals:

\$94 \$248 \$372 \$117 \$0 \$232 \$5 \$335 \$16 \$0 \$0 \$0 \$0 \$0

n: 19

Avg. per party responding to this section

\$4.95 \$13.07 \$19.37 \$6.15 \$12.21 \$0.26 \$1.84 \$0.84 \$0.84 \$0.84 \$0.84 \$0.84 \$0.84

s 3.27403 17.8195 34.8574 22.278 28.9743 1.14708 4.16684 3.67065 3.67065 3.67065 3.67065 3.67065 3.67065

Total (Norhampton/festival only; excluding bridge)

\$1,211 for 95% c.i., +/- 1.43794 7.82623 15.3092 9.78437 12.7253 0.50379 1.83005 1.61213 1.61213 1.61213 1.61213 1.61213

% +/- 29% 60% 78% 159% 104% 191% 99% 99% 99% 99% 99% 99% 99%

(Avg. per party) x (estimated total number of parties)

277.36 732.69 1097.15 344.93 684.54 14.75 103.27 47.21 47.21 47.21 47.21 47.21 47.21

| Vehicle fuel oil |         | Vehicle repairs |      | Vehicle rental |      | Admission fees |         | Airs crafts |         | Gifts anques |         | Personal household |         | Sports rec |      | (blcr1) |      | (blcr2) |      | (blcr3) |      | Totals (incl fuel, bridge) |          |          |          | Total for Whump & Expenses |          | Total for Whump & Expenses |          |
|------------------|---------|-----------------|------|----------------|------|----------------|---------|-------------|---------|--------------|---------|--------------------|---------|------------|------|---------|------|---------|------|---------|------|----------------------------|----------|----------|----------|----------------------------|----------|----------------------------|----------|
| Nhang            | Acco    | Nhang           | Acco | Nhang          | Acco | Nhang          | Acco    | Nhang       | Acco    | Nhang        | Acco    | Nhang              | Acco    | Nhang      | Acco | Nhang   | Acco | Nhang   | Acco | Nhang   | Acco | Expenses                   | Expenses | Expenses | Expenses | Expenses                   | Expenses | Expenses                   | Expenses |
| \$605            | \$255   | \$0             | \$0  | \$38           | \$0  | \$6            | \$43    | \$510       | \$30    | \$360        | \$444   | \$89               | \$50    | \$0        | \$0  | \$2     | \$0  | \$15    | \$0  | \$74    | \$0  | \$3,197                    | \$14,434 | \$19,631 | \$16,419 |                            |          |                            |          |
| \$5.45           | \$2.30  | ---             | ---  | \$0.79         | ---  | \$0.05         | \$0.39  | \$4.59      | \$0.27  | \$3.24       | \$4.00  | \$0.80             | \$0.45  | ---        | ---  | \$0.02  | ---  | \$0.14  | ---  | \$0.66  | ---  | \$46.82                    | \$130.04 | \$176.86 | \$147.92 |                            |          |                            |          |
| 7.7781           | 3.42037 | ---             | ---  | 1.33299        | ---  | 0.3258         | 1.97991 | 29.6665     | 2.84747 | 9.07466      | 30.7203 | 4.60211            | 3.07281 | ---        | ---  | 0.13362 | ---  | 1.42374 | ---  | 3.85013 | ---  | 83.8685                    | 133.85   | 180.653  | 133.377  |                            |          |                            |          |
| 1.16381          | 0.83506 | ---             | ---  | 1.31757        | ---  | 0.02199        | 0.31201 | 4.16444     | 0.44917 | 1.43147      | 4.84594 | 0.99411            | 0.48469 | ---        | ---  | 0.02108 | ---  | 0.22459 | ---  | 0.60713 | ---  | 13.4432                    | 21.1141  | 23.342   | 21.0394  |                            |          |                            |          |
| 27%              | 37%     | ---             | ---  | 166%           | ---  | 87%            | 81%     | 167%        | 166%    | 4%           | 127%    | 87%                | 107%    | ---        | ---  | 117%    | ---  | 166%    | ---  | 92%     | ---  | 20%                        | 16%      | 17%      | 17%      |                            |          |                            |          |
| 1803.71          | 762.30  | ---             | ---  | 262.75         | ---  | 17.91          | 128.39  | 1522.75     | 89.57   | 1074.88      | 1324.47 | 265.74             | 150.13  | ---        | ---  | 5.97    | ---  | 44.79   | ---  | 219.46  | ---  | 15517.58                   | 43097.57 | 58615.15 | 49023.25 |                            |          |                            |          |
| \$5.45           | \$174   | \$0             | \$0  | \$88           | \$0  | \$6            | \$43    | \$510       | \$30    | \$308        | \$444   | \$88               | \$50    | \$0        | \$0  | \$2     | \$0  | \$15    | \$0  | \$74    | \$0  | \$4,483                    | \$13,835 | \$18,318 | \$12,208 |                            |          |                            |          |
| \$5.92           | \$1.89  | ---             | ---  | \$0.96         | ---  | \$0.07         | \$0.47  | \$5.54      | \$0.33  | \$3.35       | \$4.82  | \$0.96             | \$0.55  | ---        | ---  | \$0.02  | ---  | \$0.16  | ---  | \$0.80  | ---  | \$48.73                    | \$140.38 | \$199.11 | \$165.30 |                            |          |                            |          |
| 7.6642           | 5.02308 | ---             | ---  | 9.17663        | ---  | 0.33717        | 2.16993 | 32.5882     | 3.12722 | 8.4456       | 33.7664 | 4.82419            | 3.37052 | ---        | ---  | 0.14663 | ---  | 1.56186 | ---  | 4.21996 | ---  | 92.7172                    | 135.716  | 184.48   | 133.924  |                            |          |                            |          |
| 1.38410          | 0.89024 | ---             | ---  | 1.64246        | ---  | 0.06394        | 0.38775 | 5.8044      | 0.55993 | 1.51195      | 6.04135 | 0.86364            | 0.6034  | ---        | ---  | 0.00625 | ---  | 0.27997 | ---  | 0.73517 | ---  | 16.5984                    | 21.2962  | 29.4456  | 24.3313  |                            |          |                            |          |
| 27%              | 47%     | ---             | ---  | 172%           | ---  | 88%            | 82%     | 182%        | 177%    | 45%          | 123%    | 90%                | 118%    | ---        | ---  | 127%    | ---  | 172%    | ---  | 89%     | ---  | 34%                        | 16%      | 17%      | 17%      |                            |          |                            |          |
| 1620.53          | 521.72  | 0.00            | 0.00 | 263.39         | 0.00 | 17.96          | 128.70  | 1526.46     | 89.79   | 921.86       | 1327.69 | 263.39             | 150.49  | ---        | ---  | 5.99    | ---  | 44.90   | ---  | 219.99  | ---  | 13417.83                   | 41409.90 | 54827.73 | 45517.78 |                            |          |                            |          |
| \$60             | \$81    | \$0             | \$0  | \$0            | \$0  | \$0            | \$0     | \$0         | \$0     | \$52         | \$0     | \$1                | \$0     | \$0        | \$0  | \$0     | \$0  | \$0     | \$0  | \$0     | \$0  | \$714                      | \$999    | \$1,313  | \$1,211  |                            |          |                            |          |
| \$3.16           | \$4.26  | ---             | ---  | ---            | ---  | ---            | ---     | ---         | ---     | \$2.74       | ---     | \$0.85             | ---     | ---        | ---  | ---     | ---  | ---     | ---  | ---     | ---  | \$37.59                    | \$31.52  | \$69.11  | \$63.71  |                            |          |                            |          |
| 6.05771          | 6.86248 | ---             | ---  | ---            | ---  | ---            | ---     | ---         | ---     | 11.9296      | ---     | 0.22942            | ---     | ---        | ---  | ---     | ---  | ---     | ---  | ---     | ---  | 38.6152                    | 63.3126  | 78.5181  | 79.287   |                            |          |                            |          |
| 2.60031          | 1.01496 | ---             | ---  | ---            | ---  | ---            | ---     | ---         | ---     | 5.33042      | ---     | 0.10876            | ---     | ---        | ---  | ---     | ---  | ---     | ---  | ---     | ---  | 16.9996                    | 27.8865  | 41.8817  | 41.8224  |                            |          |                            |          |
| 4.4%             | 7.7%    | ---             | ---  | ---            | ---  | ---            | ---     | ---         | ---     | 1917%        | ---     | 1917%              | ---     | ---        | ---  | ---     | ---  | ---     | ---  | ---     | ---  | 435%                       | 809%     | 27%      | 30%      |                            |          |                            |          |
| 177.04           | 239.0   | ---             | ---  | ---            | ---  | ---            | ---     | ---         | ---     | 153.43       | ---     | 2.95               | ---     | ---        | ---  | ---     | ---  | ---     | ---  | ---     | ---  | 2107.20                    | 1767.12  | 3874.32  | 3573.36  |                            |          |                            |          |

### Appendix C

#### Description of the IMPLAN Model

The economic importance of an industry is described in the IMPLAN model in terms of its total industrial output, final demand, income, value added, and total employment. Total industrial output is the dollar value of goods and services produced to satisfy inter-industry input final demands. Final demand is the dollar value of purchases from producing industries for final consumption. Income is the amount paid in wages and to property owners from rent. Value added is equivalent to gross regional product (payments to labor and capital, and taxes), or the value of total industrial output less input purchases. Thus, value added is always less than total industrial output, but greater than income.

An input-output model describing the economic structure of Northampton County was formulated to measure current and potential sectoral economic impacts of sustainable industries. The input-output model is expressed as:

$$X = AX + F$$

where:

- X is total sectoral outputs,
- A is a technical coefficient,
- AX is interindustry demand, and
- F is final demands (goods and services purchased for final consumption by households, governments and/or for export).

A sample of the sectors which characterize X is presented in Table 2 along with information pertaining to direct expenditures, total industrial output, value added and employment generated by the Festival. The difference between total industrial output and final demand (not shown) is equal to interindustry demand. Solving for X yields the following supply and demand balance equation, by which total economic effects can be measured on a sector by sector basis:

$$X = (I - A)^{-1}F,$$

where I is an  $n \times n$  identity matrix. In general, a change in the final demand (F) for an existing or newly established sector's output is expected to exert direct, indirect, and induced effects on the local economy, in terms of total output (X), personal income, and total employment. The direct effect of a one dollar change in final demand is that one dollar of initial spending. The indirect effect is of the output of other local businesses needed to support the production of sector  $i$ , while the induced effect is the impact of spending by households. Total economic effects of a change in final demand (direct, indirect, and induced) for a sector's output is determined by calculating input-output multipliers.

The IMPLAN input-output model utilizes these multipliers to estimate total economic impacts on an annual basis (industry by industry), in 1990 dollars. Based on the structural characteristics of the local economy, the model determines how many new jobs will be created, and how much additional sectoral output will be necessary economy-wide to accommodate the creation or expansion of an industry. New economic activities usually involve changes in final demand for several industries. Depending on the change considered and expenditure patterns of the population, economic impacts may operate on several multipliers and may be positive or negative.

## Appendix D

### Estimation of the total number of parties participating in the Festival

Estimates of expenditures made per travel party need to be multiplied by a valid estimate of the number of travel parties coming to the Festival in order to gauge overall economic impacts. Unfortunately, a total count of all participants or travel parties coming to the Birding Festival was not undertaken, and could not be directly measured based on data available from Festival organizers. After the Festival it was learned that many people attending who should have paid the fee of \$3.00 in fact were not asked to pay or for some other reason did not pay. An indirect estimate had to be made based on known registration revenues and on the proportion within each travel party which was reported to have paid registration fees. This appendix describes this estimation process.

Based on responses to the on-site survey, the average party size was found to be 2.72. This number includes people under 6 years old and all persons who are part of the travel party but who did not actually attend the Festival on either day. Neither of these people were expected to pay the registration fee of \$3.00. Using estimates of the proportions of the total travel party population who were under 6 years old and who did not attend (0.0288 and 0.0326 respectively), the average party size estimate can be adjusted to reflect only those people in the party who would be expected to pay the registration fee. This adjusted party size estimate is 2.560 people per travel party.

Multiplying the adjusted party size by the registration fee of \$3.00 yields the amount that each party would be expected to pay on registration fees, on average, or \$7.680. However, according to the responses received in the take-home questionnaires, the average party only spent \$5.667 on registration fees.

We assume that the average party size of those responding to the expenditures questions in the questionnaire is the same as the true average party size, and that the expenditures on registration fees reported by questionnaire respondents are accurate and representative of the average per party expenditures on registration fees for all parties at the festival. Therefore,

$$\frac{\text{registration fee revenues which should have been paid}}{\text{actual revenues collected}} = \frac{\text{\# of people who should have paid the registration fee}}{\text{\# of people who did pay}}$$

The first ratio works out to be 1.355. The number of paid registrants (\$2228 in registration revenues divided by \$3 = 742.67) can be multiplied by this proportion to give an estimate of the total number of people who should have paid, or 1006.48. Adjusting for children under 6, the estimated total number of participants at the Festival would be 1035.47.

The estimates of economic impact are based on per travel party expenditures, so this estimate of total participation must be further adjusted to compensate for the number of people under 6 years old and who did not attend the Festival. The estimate of the total number of people in all travel parties becomes 1069.33, which divided by the average party size (unadjusted) of 2.724891 people per party yields the final estimate of the number of parties present at the Festival of 393.43.



**Appendix E**  
**Origins of sampled parties, as reported in on-site survey**

| Name of Origins,<br>in increasing<br>order of distance |    | Number<br>Distance of parties<br>(miles) in sample | Name of Origins,<br>in increasing<br>order of distance |    | Number<br>Distance of parties<br>(miles) in sample |
|--|----|--|--|----|--|
| Northampton Co.  | VA | ----- 37   | Springfield  | VA | 223 1  |
| Accomack Co.   | VA | ----- 34   | White Hall   | MD | 224 1  |
| Norfolk  | VA | 44 4   | Waynesboro   | VA | 224 2  |
| Portsmouth   | VA | 45 2   | Philadelphia   | PA | 225 1  |
| Virginia Beach   | VA | 46 8   | Alexandria   | VA | 228 5  |
| Chesapeake   | VA | 50 2   | Annandale  | VA | 229 2  |
| Hampton  | VA | 56 1   | Lynchburg  | VA | 230 3  |
| Newport News   | VA | 60 4   | Centreville  | VA | 230 1  |
| Suffolk  | VA | 63 2   | Staunton   | VA | 234 1  |
| Yorktown   | VA | 76 2   | Arlington  | VA | 234 4  |
| Williamsburg   | VA | 77 3   | Falls Church   | VA | 235 4  |
| Gloucester Point                                       | VA | 79 1   | Fairfax  | VA | 237 3  |
| Toano  | VA | 88 1   | Vienna   | VA | 238 1  |
| Gloucester   | VA | 90 4   | Danville   | VA | 240 1  |
| Salisbury  | MD | 93 1   | Harrisonburg   | VA | 240 2  |
| Petersburg   | VA | 119 2  | McLean   | VA | 240 1  |
| Providence Forge                                       | VA | 122 1  | Burke  | VA | 242 1  |
| Sandston   | VA | 122 1  | Forest   | VA | 242 1  |
| Richmond   | VA | 132 29   | Beaufort   | NC | 243 1  |
| Glen Allen   | VA | 138 1  | Pleasant Valley  | VA | 245 1  |
| Midlothian   | VA | 141 4  | Amherst  | VA | 246 1  |
| Short Pump   | VA | 143 1  | Reston   | VA | 246 2  |
| Tarboro  | NC | 145 1  | Doylestown   | PA | 251 1  |
| St Michaels  | MD | 149 1  | Leesburg   | VA | 256 1  |
| Dover  | DE | 150 1  | New Oxford   | PA | 266 1  |
| Rockville  | VA | 150 1  | Salem  | VA | 286 1  |
| Montpelier   | VA | 155 1  | Brooklyn   | NY | 317 1  |
| Greenville   | NC | 159 2  | Amityville   | NY | 347 1  |
| Sea Isle City  | NJ | 175 1  | Bay Shore  | NY | 356 1  |
| Oxford   | NC | 178 1  | Morgantown   | WV | 399 1  |
| Powhatan   | VA | 180 2  | Kingston   | NY | 408 1  |
| Fredericksburg   | VA | 182 2  | Charleston   | WV | 430 1  |
| Pasadena   | MD | 185 1  | Syracuse   | NY | 478 1  |
| Wilmington   | DE | 196 2  | W Middlesex  | PA | 497 1  |
| Raleigh  | NC | 199 1  | Concord  | MA | 534 1  |
| College Park   | MD | 202 1  | Winchester   | KY | 581 1  |
| Washington   | DC | 205 2  | Centerville  | MA | 592 1  |
| Charlottesville  | VA | 205 1  | Kennebunk  | ME | 615 1  |
| Silver Spring  | MD | 208 3  | Cincinnati   | OH | 628 1  |
| Bethesda   | MD | 212 1  | Jackson  | TN | 835 1  |
| Rockville  | MD | 217 1  | Tulsa  | OK | 1313 1   |
| Dayton   | MD | 217 1  | Anaheim  | CA | 2695 1   |
| Warrenton  | VA | 217 1  | Irvine   | CA | 2708 1   |
| Forest Hill  | MD | 222 1  |  |    |  |
| Gaithersburg   | MD | 222 1  | <i>Total number in sample</i>                          |    | 238  |
| Esmont   | VA | 223 1  |  |    |  |
| Manassas   | VA | 223 1  |  |    |  |

## Appendix F

### Responses to open-ended questions on take-home questionnaire

This appendix contains the responses to open-end questions on the take-home questionnaire given to Birding Festival participants. The first section lists the responses about how respondents heard about the Festival. The second section lists what respondents reported as their likes and dislikes about the Festival. Responses are given here word-for-word as received. A synopsis of these comments and suggestions is given in the main body of the report. Numbers correspond to the survey number.

#### *How did you hear about the Festival?*

[note: VSO refers to the Virginia Society of Ornithology; "-----" means that there was no response to this question. Survey number 23 was received from a Northampton resident and was not included in the main survey results. Therefore there is one less survey reported in the main finding than there is here.]

- |   |  |
|---|--|
| 1. First from a local carver; details for NoVa Chapter of VSO | 32. newspaper  |
| 2. Eastern Shore News   | 33. newspaper  |
| 3. Relatives  | 34. -----  |
| 4. Friend   | 35. Mid- Atlantic Mag., Chesapeake Bay Newsletter, and Audubon Newsletter. |
| 5. Handout on Cape May/Lewes ferry                            | 36. sister had tent display  |
| 6. Local news, newspaper, etc.                                | 37. Publication  |
| 7. Radio, newspaper   | 38. Friend   |
| 8. -----  | 39. Chesterfield Co. Rec. and Parks.                                       |
| 9. Eastern Shore News   | 40. Winston-Salem paper  |
| 10. Newspaper   | 41. Audubon Newsletter in Richmond.  |
| 11. Newspaper   | 42. Northern VA VSO Newsletter.  |
| 12. Friends in Eastville                                      | 43. Eastern Shore News   |
| 13. Va. Wildlife Mag.   | 44. Received Ad in mail  |
| 14. mailing   | 45. Richmond Audubon Newsletter & VA Wildlife Mag.                         |
| 15. VSO mailing list  | 46. -----  |
| 16. Virginian Pilot   | 47. VSO  |
| 17. VSO   | 48. Newspaper  |
| 18. Newspaper- Virginia Pilot Ledger Star                     | 49. VSO  |
| 19. newspaper   | 50. Newspaper  |
| 20. Local bird club meeting                                   | 51. Audubon Sac.   |
| 21. mail  | 52. VSO  |
| 22. Friend gave flyer   | 53. Mailed flyer, and VSO  |
| 23. Local news and paper                                      | 54. Eastern Shore Chamber of Commerce                                      |
| 24. -----   | 55. Harrisonburg VA daily newsrecord                                       |
| 25. Local paper   | 56. VSO  |
| 26. A relative  | 57. Chesterfield Parks & Rec.  |
| 27. Bird Watcher Digest Mag.                                  | 58. News   |
| 28. Flyer in mail   | 59. MOS Newsletter, The Maryland Yellowthroat                              |
| 29. Brochure in mail  | 60. Local publicity  |
| 30. Friend  | 61. Friend   |
| 31. Richmond Audubon Newsletter                               |  |

- |   |   |
|---|---|
| 62. E.S. News, radio                                | 90. Donna Leonard (of Chincoteague)                             |
| 63. Newspaper                                       | 91. VA Native Plant Society                                     |
| 64. Richmond Audubon Society                        | 92. Mailing & newspaper   |
| 65. Newspaper                                       | 93. Flyer sent to me  |
| 66. Danville Register and Bee newspaper             | 94. newspaper   |
| 67. E.S. Wildlife Refuge                            | 95. mail  |
| 68. Eastern Shore Chamber of Commerce               | 96. Got a notice  |
| 69. VA Business Mag.                                | 97. Friends, VSO  |
| 70. N.C. newspaper article                          | 98. Eastern Shore Chamber & The Nature Conservancy              |
| 71. VSO   | 99. Virginian-Pilot Newspaper                                   |
| 72. Ad in newspaper                                 | 100. Eastern Shore News   |
| 73. Wild Wings Newspaper                            | 101. Flyer, VSO   |
| 74. Richmond Times- Dispatch                        | 102. mail   |
| 75. Richmond Newspaper                              | 103. Eastern Shore News   |
| 76. VPLS news article                               | 104. Richmond Newspaper article                                 |
| 77. VSO   | 105. Richmond Times Dispatch                                    |
| 78. Wild Bird Center in Burke, VA                   | 106. Chamber of Commerce mailing                                |
| 79. VSO   | 107. Info at VA Shore Wildlife Refuge visited earlier this year |
| 80. Local newspaper, and brochure from Chincoteague | 108. Direct mail ad   |
| 81. Steve at E.S. Wild. Ref.                        | 109. Eastern Shore News   |
| 82. Eastern Shore News                              | 110. VSO  |
| 83. Virginian Mag.                                  | 111. Wildlife Magazine  |
| 84. Richmond Times- Dispatch                        | 112. Bird club newsletter                                       |
| 85. -----   | 113. Laura MacKay   |
| 86. Mid- Atlantic Country Mag.                      | 114. Friends  |
| 87. Family  |   |
| 88. Chamber of Commerce, VSO                        |   |
| 89. Local newspaper                                 |   |

***What did you most like and dislike about the festival?***

1. Great job for a first year! Congrats! Excellent tour leaders -- knowledgeable, etc. All the people involved were pleasant and courteous (even impressed by the bus drivers!) Didn't have advance notice of workshops and speakers and couldn't attend because they conflicted with birding trips. Sunset Beach Inn restaurant needs to "get its act together" for next year. Service abysmal. (They tried on Sunday to help with free continental breakfast. We don't mind paying -- but need faster turnover.)
2. -----
3. Actual birding and wildlife trips were super; tents and exhibits were limited.
4. Like: Friendly, helpful volunteer workers, guides and bus drivers. The effort all people helping.  
Dislike: Need better signage as to registration; more information on special programs; was not impressed with motel except for their nice grounds.
5. It was a delightful surprise and will attend next year, probably with friends, so that we may enjoy the tours and other activities.

6. Good for E. Shore tourism; it was extremely well handled for the first one! We were very pleased! Not many birds sighted.
7. -----
8. Not enough arts and crafts.
9. Kind, friendly hosts and hostesses; overall upscale, quality show!
10. Should have more selections or choices for food. Needed hot drinks on Sunday.
11. [like:] The birding and the refuge.
12. [like] Canoe trip into marsh. [Dislike] Cold wind Sun.
13. [Dislike] Time scheduling for pre-regis. did not clearly state that buses left 20 to 30 min. before scheduled time on chart. Many missed tours because of this.
14. No welcome or info. on check-in. Found out by accident. Did not know about Fri. night program until over. Motel restaurant staff was not pleasant nor accommodating. Chamber of Commerce was great. Festival was very well organized and \$3 was too little to pay.
15. [Liked] Crafts live artisans. [Disliked] Displays could be more sophisticated but liked owl pellet displays.
16. -----
17. In the big tent, all the exhibits; the tours were excellent; presentations by vendors; restrooms and drinking water should be available on the tours.
18. Unfortunately rough weather resulted in cancellation of canoe trips. Master schedule in overall program good.
19. -----
20. Good contact with fellow birders. Information from organization in tent - overall planning and organization of festival was outstanding.
21. The logistics were excellent. Amazing for 1st year.
22. Really enjoyed the canoe trips but try to make each trip a bit longer.
23. Excellent step in educating and promoting the proper way the Eastern Shore should be heading!
24. The gentleman who conducted the 10am Sunday Fisherman's Island Tour was excellent! Fantastic! [dislike] weather on Sun.
25. Very pleased about eco-tourism, good luck.
26. Well organized; plenty of events of many different types. Time period selected was past peak fall warblers.

27. Like buses to take places. [dislike] lack of specific experienced group leaders.
28. Poor restaurant service. Great birding and event.
29. Most liked the programs and tours. [dislike] It was never obvious where the food and restrooms were located. When the food was found at 2pm it was closing. Was sent into the hotel for everything. More food and a layout map of the tents could help. A popcorn stand would be easy for a local group to run.
30. -----
31. Suggestions: Make unused spaces on trips avail. for stand-bys. Improve bus scheduling for pick up from trips (we waited 30 min. for a bus in the rain after canoeing). Provide trash receptacles for recyclable items. Provide an overall scheduling board, so changes in speakers and schedules are readily avail. and you know where to look for them. Overall we enjoyed the festival very much.
32. [like] bird banding and raptor research. [dislike] did not plan enough time so couldn't see enough. Getting the bridge tunnel to provide a discount for festival goers might bring more south siders.
33. We only spent one day and unfortunately the weather turned ugly. We did not hear about the festival early enough to sign up for many activities.
34. I was a bird guide, using the rest of the time to bird on my own. I had a great time! But cannot comment on other aspects of the festival.
35. [likes] Raptor research showing of hawks captured.  
[disliked] Lack of schedule of events posted- added or cancelled.
36. There was not enough publicity, all anyone heard about was the Parlesley fest. kids trip on Fri. were very disappointed- they did not see any banding- or really much of anything at all.
37. The group leaders were friendly and ready to assist for an enjoyable weekend.
38. Very well organized, (rain), next year stay both days.
39. Guides well prepared and knowledgeable. Disappointed in lack of seafood variety or selection. Expected more emphasis on seafood, not just run of the mill everyday food.
40. Wonderful workers, wanted everyone to have a good time. A very warm welcome!
41. Great raptor and neotropical banding, top notch organization. [dislike] Not enough choices of food.
42. [like] New hawkwatch platform is superb! field trips to fisherman's Island, and display booths at festival had a lot of info.
43. -----
44. Enjoyed the raptor banding and hiking at Brownsville Hammocks most. [disliked] Lack of orientation to HOW buses and departures to events was being run.

45. Festival planning was excellent, Raptor research tour with Bill liked most. Only dislike was rain.
46. -----
47. Liked variety of activities offered. [disliked] Not enough opportunities due to limited group size (which is necessary) - maybe more trips could be scheduled, or Fri. afternoon trips. Use recyclable cups and plates. Raise fee to \$5 and include a cup and restaurant coupons. Organize trash pick up on tours for prizes.
48. -----
49. Fisherman's Island, Refuge, and rural countryside lovely. Display tent was great, as were the crafts.
50. [like] Events and tours planned and presented. [dislike] Transportation back from trips to festival site were late, causing me to miss next event. Not enough food selection.
51. People running festival were very nice and helpful. Buses were disorganized at first, but that is to be expected for a first festival. Overall everything went smoothly.
52. [liked] Good tours of birds. [Disliked] Guided tours filled to quickly, and Fisherman's Island needed more experts on birds.
53. Excellent beginning, need better food service for early morning people. Many thanks to all volunteers.
54. Hawk station and bird banding were excellent. Signs needed in hotel telling where to register.
55. Great opportunity!
56. Did not seem well organized, hotel lobby staff not informed about trips, and many people walking around trying to find trips. Lots of empty tents. poor planning? No hot drinks. Suggestion: have at State park, easier access and banding is right there.
57. Not enough offered on Sun. [liked] Fisherman's Island and raptors.
58. liked the location, did not like the rain.
59. [like] knowledge of tour leaders. [dislike] lack of coordination (due to the first year of event).
60. -----
61. Liked the raptor research best, and many good books for sale.
62. [dislike] lack of organization for earliest activities, particularly transportation. [liked] the birds, location, knowledgeable guides and volunteers.
63. Friendly people, banding station speaker excellent.
64. Every aspect was wonderful. Keep it going.
65. Great trip to fisherman's Island. [disliked] All shops in Cape Charles were closed on Sun.

66. liked the organization, transportation, and quality of guides and program leaders. Disliked rain, tolls, and food service at Sunset Inn.
67. ----
68. [liked] transportation for the tours. Not enough variety of food concessions at the festival.
69. [like] Wildlife refuge and conservancy visits.
70. [like] guided birding outings, [disliked] Holiday Motel.
71. [liked] field trips and presentations; [disliked] lack of birds. Restaurant service at Sunset Inn Horrible!
72. More opportunity for guided tours- many were full even with pre-registration. Great location for festival. Toll was a shock!
73. Did not know that pre-registration was needed. Thought that center was at Kiptopeke.
74. [like] the enthusiasm of everyone. [dislike] directions for starting, information in general.
75. Needs polishing but will get better every year. loved birdbanding.
76. Schedule tours for time bus is leaving, not time tour begins. Also, buses did not return to spot they said (at Kiptopeke). [like] not too crowded, exhibits excellent.
77. liked seeing many old friends and fellow birders. Feel that volunteers were not well utilized. Not enough specific jobs assigned.
78. Well organized. More food. Looking forward to next year I will be bringing friends!
79. ----
80. canoe trip- overrated, overstated. Poor and the low tide at the launch site was poorly handled. Came back on second day to Sunset Inn to see exhibits and display tents, but they were closed. "for the birds" only one open! Truly a 1 day event.
81. Great informative guided tours, on schedule bus tours, great friendliness and helpfulness of all was great! [dislike] one exception to work on for next year- Sunset Beach Motel restaurant personal- extremely bad attitudes!!)
82. We liked the tours best. Workshops and speakers should be given more publicity beforehand.
83. Special events like canoeing, fisherman's Island, banding. People very friendly, well organized.
84. Excellent organization, very polite people, much enthusiasm. Extend the length of the tours next year, maybe limit # of tours each person may take.
85. ----
86. The bus trips were good, video talks were good. Perhaps a different kind of name tag might be better,

these did not want to stick well.

87. [like] eagles [dislike] chiggers

88. All fielding field trips should be led by experienced birders. Sat. hunting, not our birding trips, should have been cancelled at Mockhorn. Smoking should be prohibited in tents. Buffet breakfast at 6 am would be appreciated.

89. Excellent overall. Not enough publicity about workshops and speakers, I did not know about them until too late. Need to coordinate with Motel. More info in the lobby. Maybe special room rates. A pre-planned dinner might eliminate serving delays.

90. [dislike] Unclear directions for when & where to meet for field trips early Sat. Unclear where exhibits were to be set up Fri. [like] interpretive tours were excellent.

91. Raptor research and banding areas very educational. Good transportation arrangements.

92. Sorry we had not made plans for trips. Program was too confusing, by the time we realized we needed to pre-register, all was full. More signs, missed events at Kiptopeke. Overall was excellent, great location.

93. [liked] access to normally closed areas. [disliked] restaurant at Sunset Beach Inn- attitude of employees and time to receive food.

94. -----

95. Great start!! Tour leaders did not always remember that we wanted to see birds more than listen to explanations.

96. [like] Visiting place not seen before. [dislike] leaders were not birders, suggest you let VSO lead bird tours.

97. many trips were full. guides and bird experts were top quality, very knowledgeable. trips and buses ran smoothly, staff very helpful and friendly, great atmosphere.

98. [like] general info. about the Eastern Shore ecology and local, state, and national efforts to preserve the same. good educational experience.

99. the weather- rainy day.

100. -----

101. Birding and being able to participate in festival as a VSO volunteer.

103. Exhibits should open earlier. Friendly people.

103. [like] Variety of opportunities. [dislike] rain, need better directions at festival for location of events and bus schedule, directions, locations, and times.

104. [liked] Bird watching and raptor research. lack of info. Fri. night, should have an info booth open on Fri evening.





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ECONOMIC IMPACTS OF THE 1993 EASTERN SHORE BIRDING FESTIVAL

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105. [like] Diversity of tours, organization. [dislike] lack of restaurants, lodging, grocery stores, etc. in the area.
106. The hawk guide was informative - excellent; the bird banding was informative but not very personable [sic]; canoe ride spoke mainly of the marshes, would like to see more bird knowledge.
107. Like: the birds of prey. Dislike: Weather on Sunday, communication about bus transportation leaving 20 minutes early for tours could have been better. [noted that they gave Festival overall grade of B instead of A only because of the weather].
108. [Dislike] overcast and drizzle.
109. Been waiting 48 years to explore Fishermen Island. The tree swallows and hawk birding - awesome. Gave us a knowledge of the location of sites. Weather was great! Want to visit again as soon as we can - well-planned and executed festival.
110. Very interesting sites, however there was too little emphasis on birding. More food selections would be desirable. Good job overall for first attempt.
111. ----
112. Too many park rangers/police/etc. Waste of money! Birders are a non-violent folk.
113. Banners were not provided for retail booths. Well-organized - fine groups/agencies etc. assembled to sponsor the Festival. Chamber of Commerce people nice.
114. ----